



FEATURE

2 COPIES X-H

July 4th

TWO "LORETTA YOUNG SHOW" DRAMAS WILL BE SHOWN AT JULY 4TH FETE
IN SCARSDALE, N.Y., AS TRIBUTE TO KOREA'S FIGHT FOR SURVIVAL

Two teleplays of NBC-TV Network's "The Loretta Young Show" will be shown at the Independence Day celebration in Scarsdale, N. Y. Saturday, July 4. The dramas, "Dateline Korea" and "Seed from the East," will be a feature of the village's holiday fete, which this year is dedicated to Korea and its fight for survival.

The films will be shown all day in the auditorium of the Scarsdale High School. The theme of Scarsdale's fete is "Independence -- Everybody's Declaring It and Scarsdale's Sharing It." Proceeds will be donated to Korean orphanages, schools, hospitals and social welfare agencies.

In "Dateline Korea," Miss Young portrays a newspaper correspondent assigned to post-war Korea. She becomes deeply interested in the plight of a small Korean orphan girl. Her stories of the child -- headlined throughout the world -- bring help to thousands of Korean children.

"Seed from the East" is the true story of Mr. and Mrs. Harry Hold of Oregon, their family of adopted Korean children, and the Holts' dedication to finding American homes for Korean orphans.

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NBC-New York, 7/1/59

WRITING TEAM OF HUGH WEDLOCK AND HOWARD SNYDER SIGNED
FOR 'FIBBER MCGEE AND MOLLY' NBC-TV NETWORK SERIES

The veteran writing team of Hugh Wedlock and Howard Snyder has been signed by producer-director Bill Asher as writers for NBC-TV Network's "Fibber McGee and Molly" series for the entire 1959-60 season. They will work in conjunction with Bill Davenport who wrote the "Fibber" pilot script.

"Fibber McGee and Molly," starring Bob Sweeney and Cathy Lewis, will start its weekly NBC-TV schedule Tuesday, Sept. 15 (8:30-9 p.m. NYT).

Wedlock and Snyder have worked together for 30 years. Among their TV credits are shows for Perry Como, Jack Benny (they did the "Shower of Stars" for three seasons), Joan Davis for one season, Frank Sinatra for two, Donald O'Connor, Red Buttons for his first 19 weeks, and a special show for Tallulah Bankhead (for whom they also wrote a Las Vegas nightclub act).

The pair did a seven-year stint as motion picture writers. Among their films were "It Happened Tomorrow," "George White's Scandals," and the early Abbott and Costello movies.

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NBC-New York, 7/1/59

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COLORCAST

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NBC TELEVISION NETWORK

NEWS

July 2, 1959

MIKE NICHOLS AND ELAINE MAY TO WRITE AND STAR
IN OWN 'PONTIAC STAR PARADE' COLOR SPECIAL
ON THE NBC-TV NETWORK SATURDAY, NOV. 21

Mike Nichols and Elaine May, two of television's brightest new comedians, will write and star in their own NBC-TV Network special on the "Pontiac Star Parade" Saturday, Nov. 21 (8:30 to 9:30 p.m. EST). The colorcast, one of eight Pontiac specials scheduled for the 1959-60 season, will be produced and directed by Joe Cates.

Other specials in the color series will include three Gene Kelly productions, and one Victor Borge program to be video taped in Copenhagen.

According to producer Cates, the Nichols and May special will have "the rules of the game" as its theme. The "game," in this case, Cates says, refers to "life -- how you live it, how you play it, and how you work it. The accent definitely will be on comedy, though the treatment of 'the rules of the game' will be truthful, contemporary, and sophisticated." In addition to Mike and Elaine, the cast will be made up of well-known performers as well as newcomers to TV for whom the program will act as a national showcase.

(more)

2 - "Pontiac Star Parade"

Final casting will take place in August, upon completion of the script.

Miss May is now engaged in rewriting an original play. The vehicle, in which Mike and Elaine will star on Broadway, is scheduled to go into rehearsal late in November, produced by Fred Coe.

An added member of the production staff of the Nichols and May Pontiac special will be Erwin Drake. He will write original music and lyrics for the colorcast.

MacManus, John and Adams, Inc., represents Pontiac for the series of eight specials.

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NBC-New York, 7/2/59

NBC TELEVISION NETWORK



NEWS

July 2, 1959

"SUMMERTIME '59," FILM ANTHOLOGY SERIES, SCHEDULED.

ON THE NBC TELEVISION NETWORK TUESDAY NIGHTS

- - -

Ralph Meeker Stars in "Strange Money" on Opening Telecast July 7

The NBC-TV Network will present "Summertime '59," a film anthology series, Tuesday nights (9-9:30 p.m. EDT) starting July 7.

The first of the filmed dramas, "Strange Money," stars Ralph Meeker and features Julie Adams and Terry Ann Ross. It is the story of a young man (Meeker) who returns with his family to his hometown. Embittered by the past and broken in mind and spirit he blames the small Midwestern town for all his troubles. Almost destitute, he becomes involved in the aftermath of a robbery when he picks up a \$20 bill, dropped by the bandits. The money starts a chain of events which throws new light on his old life and brightens the future.

"Summertime '59" takes the former time-spot of "The Californians," which -- as previously announced -- will be telecast on the NBC-TV Network Thursdays (7:30-8 p.m. EDT), beginning July 9.

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NBC'S EDWARD STANLEY IS APPOINTED TO PRESIDENT'S CITIZENS
ADVISORY COMMITTEE ON THE FITNESS OF AMERICAN YOUTH

Edward Stanley, NBC Director of Public Affairs, has been appointed to membership on the President's Citizens Advisory Committee on the Fitness of American Youth.

The prime function of the organization is to help the President's Council on Youth Fitness "in alerting the nation to the ill effects of soft living, particularly as this relates to the habits of youth."

The Council will meet with the Citizens Advisory Committee at the United States Air Force Academy, Colorado Springs, Colo., Sept. 13-15.

Fred A. Seaton, chairman of the Council, informed Stanley of his appointment today. "Your personal and organizational leadership in motivating public awareness, cooperation and action programs will, I am sure, prove valuable to the cause of youth fitness," Seaton said.

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NBC-New York, 7/2/59

CREDITS FOR ALL-STAR BASEBALL GAME COVERAGE
ON NBC-TV AND NBC RADIO NETWORKS

DATE AND TIME: Tuesday, July 7, at 12:45 p.m. EDT --
15 minutes before game time.

PROGRAM COVERAGE: 26th annual All-Star Baseball Game at
Forbes Field in Pittsburgh. This is
10th consecutive year that NBC-TV is
covering the game, and the third
straight year for NBC Radio. Six TV
cameras will be used for the telecast
at following locations: elevated
behind first base, elevated behind
third base, two in press box and one
at ground level behind home plate,
and in center field.

TV COMMENTATORS: Mel Allen and Curt Gowdy.

RADIO COMMENTATORS: Jack Brickhouse and Bob Prince.

TV PRODUCER: Perry Smith

TV DIRECTOR: Harry Coyle

RADIO DIRECTOR: Paul Jonas

SPONSOR: Gillette Safety Razor Company (All-Star
Game coverage is a feature of the
"Gillette Cavalcade of Sports" series).

AGENCY: Maxon, Inc.

NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

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NBC-New York, 7/2/59

CLASSIFIED FOR ALL-STAR SPECIAL AGENT

ON RE-ENTRY AND VISITATION

DATE AND TIME:

PROGRAM NUMBER:

TV COMMENTARY:

VIDEO COMMENTARY:

TV PRESENTATION:

TV DIRECTOR:

VIDEO PRESENTATION:

STORYLINE:

AGENCY:

555 (202) 456-7890

555 (202) 456-7890

NBC TELEVISION NETWORK



NEWS

July 2, 1959

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of July 12-18 (All Times EDT)

Sunday, July 12

7-7:30 p.m. -- "Midwestern Hayride" - with Dean Richards as emcee.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt,
with guests Joel Grey, Gene Sheldon and Conley Graves.

Monday through Friday, July 13-17

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Monday, July 13

10-10:30 p.m. -- "The Arthur Murray Party," starring Kathryn and
Arthur Murray with tonight's guests George Raft, Joanne Dru,
Gene Autry, Sheilah Graham, composer Burton Lane and singers
Anita Ellis and Larry Kert. (Repeat)

Tuesday, July 14

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat film is
"Vengeance Trail."

8:30-9 p.m. -- "The Jimmie Rodgers Show." - Jimmie welcomes Jill
Corey and the Kingston Trio tonight.

Wednesday, July 15

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show" -
vocalist Peggy King is Dave's guest tonight.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, July 16

10:30-11 p.m. -- "Masquerade Party" - with Bert Parks as host.

Friday, July 17

8-9 p.m. -- "Ellery Queen," played by Lee Philips, investigates the case of "The Paper Tigers" tonight. Guest stars are Doretta Morrow, Nancy Carroll, Paul Hartman and Alvin Epstein. (Repeat)

Saturday, July 18

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Teresa Brewer, Tony Bennett and The Four Lads."

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NBC-New York, 7/2/59

NBC RADIO NETWORK NEWS

JACK TRACY
ROOM 320

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July 3, 1959

NBC RADIO AFFILIATES EXECUTIVE COMMITTEE COMMENDS NETWORK FOR GAINING 'POSITION OF UNDISPUTED LEADERSHIP'

The NBC Radio Affiliates Executive Committee yesterday (Thursday, July 2) commended the National Broadcasting Company for its preeminence in the field of network radio at the conclusion of a meeting held in New York. The chairman, George W. Harvey, Vice President and General Manager of Radio Station WFLA, Tampa, Fla., presided at the meeting.

"NBC has gained a position of undisputed leadership in radio networking by its unprecedented achievement of capturing 52.1 per cent of the total sponsored hours on the three major radio networks," Mr. Harvey said. "This record clearly reflects the confidence which advertisers and affiliated stations have placed in NBC's creative programming and aggressive efforts to keep pace with the constantly-changing conditions in the industry over the last three years."

As a further means of gearing the network programming as closely as possible to affiliates' needs, a Program Managers Committee is being formed, Mr. Harvey said, consisting of program managers from representative affiliated stations and program executives of the NBC Radio Network. "This committee will serve as a valuable working group for the closest liaison between the network and the stations to take

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2 - NBC Radio Affiliates

full advantage of NBC's 'national-local' concept," Mr. Harvey stated. "The committee will begin its work in the immediate future and will meet periodically to bring together network and station experience in program operations."

Members of the Affiliates Executive Committee attending today's meeting were: David M. Baltimore, President and General Manager of WBRE, Wilkes-Barre; Ralph Evans, Executive Vice President of WOC, Davenport, and WHO, Des Moines; Frank Gaither, General Manager of WSB, Atlanta; William E. Goetze, General Manager, KFSD, San Diego; William Grant, President of KOA, Denver; Harold Hough, Director, WBAP, Fort Worth; Douglas Manship, President of WJBO, Baton Rouge; and Willard Schroeder, President and General Manager of WOOD, Grand Rapids.

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NBC-New York, 7/3/59



July 3, 1959

Attention, Sports Editors

'RACING FROM MONMOUTH'

- - -

NBC-TV and Radio Networks to Cover Top Races

On Three Saturdays Starting July 25

"Racing from Monmouth" will be presented by the NBC-TV and NBC Radio Networks on three successive Saturdays starting July 25, NBC Sports Director Tom S. Gallery announced today.

The three races, which include two \$100,000 events, will be telecast from 5:30 to 6 p.m. EDT. Morris Tobe, the track announcer at Monmouth Park at Oceanport, N. J., will call the races and a second commentator, to be announced later, will handle the pre-race features and post-race interviews in the winner's circle. Tobe's call will be carried by NBC Radio's "Monitor," starting at approximately 5:45 p.m., a few minutes before post time.

The pre-race features will include a scenic tour of Monmouth Park and an interview with the trainer and jockey of one of the horses about to run in a race.

(more)

2 - 'Racing From Monmouth'

Barney Nagler will produce the telecasts, and Ted Nathanson will direct. The "Racing from Monmouth" card follows:

Saturday, July 25 -- Monmouth Handicap, mile and a quarter for three-year-olds and up, \$100,000 added.

Saturday, Aug. 1 -- Monmouth Oaks, mile and an eighth for three-year-old fillies, \$50,000 added.

Saturday, Aug. 8 -- Sapling Stakes, six furlongs for two-year-olds, \$100,000.

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NBC-New York, 7/3/59

RICHARD DERR TO BE HOST OF 'FANFARE'

Richard Derr has been signed as host of the new NBC-TV Network Tuesday night series, "Fanfare," a film anthology which will start July 7 (9 to 9:30 p.m. EDT). The series was previously announced under the title "Summertime '59."

Derr, a stage and movie actor, is no newcomer to television. During his extensive career he has appeared on many major dramatic TV shows, including leading roles on "Kraft Television Theatre," "Studio One," "Playhouse 90" and "U. S. Steel Hour."

However, he is best known for his performances on Broadway in "Dial 'M' for Murder," "Maybe Tuesday," "A Phoenix Too Frequent" and "The Traitor."

His most recent Broadway appearance was in "Plain and Fancy," and he also starred in its London run. After closing there, he traveled throughout the Philippines and the Hawaiian Islands with the road company of "The Man."

He will appear soon in Atlantic Beach, N. Y. in the summer stock production of "Epitaph of George Dillon."

Derr was born in Norristown, Pa. He is a bachelor and lives in New York's Greenwich Village.

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NBC-New York, 7/3/59

COLORCAST

NBC TELEVISION NETWORK



NEWS

July 6, 1959

AIDES NAMES FOR FIRST GENE KELLY 'PONTIAC STAR PARADE' COLORCAST

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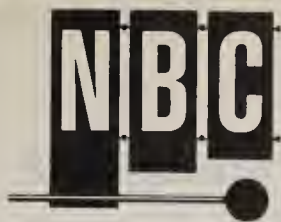
Greg Garrison Signed as Director, Sidney Miller as Co-Writer,
Jeff Alexander as Musical Director for Dec. 10 Offering

Gene Kelly's Kerri Productions, Inc., has signed Greg Garrison as director, Sidney Miller as co-writer and Jeff Alexander as musical director for the first of three "Pontiac Star Parade" colorcast specials Kelly will present on the NBC-TV Network during the 1959-60 season.

Donald O'Connor and Carol Lawrence, as announced earlier, will co-star with Kelly on the first show scheduled for Thursday, Dec. 10 (8-9 p.m. NYT). Bob Wells will produce and co-write the show which is currently in rehearsal and will be taped the latter part of this month.

The "Pontiac Star Parade" is a series of eight one-hour live or tape specials to be colorcast over the NBC-TV Network during the 1959-60 season. One of the series will star Victor Borge and will be video taped in Copenhagen, Denmark. Another will star Mike Nichols and Elaine May.

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FEATURE

July 6, 1959

LOOK! JACK PAAR TELLS OWN LIFE STORY

"What Jack Paar Is Really Like" is explained by the man in the best position to know -- Jack Paar himself. Paar's life story, as told to John Reddy, begins in the current issue of Look Magazine (dated July 21).

In the first installment of the three-part feature, the star of "The Jack Paar Show" (NBC-TV Network, Monday through Friday, 11:15 p.m.-1 a.m. EDT) describes his late-night show and the humorous incidents of his early childhood.

Paar tells of how he first conceived the idea of doing a show built around conversation and how the idea progressed until the program has, as one writer described it, become a "verbal barroom brawl, with the participants using words and wit instead of pool cues and beer mugs."

"We don't perform; we just defend ourselves," says host Paar.

He talks of his family in Ohio, "a sentimental, talkative and cheerful tribe." He credits his ability to hold his own in conversational bouts with guests on the show from the practice he got at the family dinner table, trying to get a word in edgewise.

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His capsule profiles of relatives are as entertaining as those incidents in his early life which later shaped and developed his career.

In subsequent issues of the magazine Paar will discuss his experiences as a young comedian entertaining U. S. troops in the Pacific theatre, his tenure as a struggling actor in Hollywood, his marriage to Miriam Wagner and his present life as star of "The Jack Paar Show." Some of the show's frequent guests come in for description as Jack reveals little known anecdotes about Cliff Arquette, Genevieve, Elsa Maxwell, Zsa Zsa Gabor, Peggy Cass and others.

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NBC-New York, 7/6/59

MERV GRIFFIN TO SUB AS EMCEE OF "THE PRICE IS RIGHT"
DURING THE TWO WEEKS OF BILL CULLEN'S VACATION

Vocalist-comedian Merv Griffin has been signed to replace Bill Cullen on the NBC-TV Network's "The Price Is Right" shows during Cullen's two-week vacation in August.

Griffin will start emceeing the Monday-through-Friday daytime program (11 a.m. EDT) on Monday, Aug. 3 and will be host on the program through Aug. 14. He will also emcee the nighttime colorcasts of "The Price Is Right" on Wednesdays, Aug. 5 and 12 (8:30 p.m. EDT).

Cullen has announced no plans for his vacation other than that he is going to take a well-needed rest. He will return to "The Price Is Right" Monday morning, Aug. 17.

Griffin, a former vocalist for the Freddy Martin Band, has made numerous NBC Television appearances, including "The Kate Smith Hour," "The Saturday Night Revue," "This Is Show Business," "The Arthur Murray Party" and "The Jack Paar Show."

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NBC-New York, 7/6/59

COLORCAST SERIES

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NBC TELEVISION NETWORK

NEWS

July 7, 1959

GLORIA DE HAVEN AND JAYE P. MORGAN TO APPEAR ON "PERRY PRESENTS"

- - -

A Third Songstress Will Also Be Added to Series' Schedule

Gloria De Haven, Jaye P. Morgan and a third songstress, to be selected, will appear on various dates of the NBC-TV Network colorcasts of "Perry Presents" for the rest of the Summer on Saturdays (8-9 p.m. EDT). They will replace Teresa Brewer, who no longer will appear on the series.

"Perry Presents" will continue to star Tony Bennett throughout the season and the Four Lads through July 25. Miss De Haven will be spotlighted on the program July 11, and Miss Morgan on the final six colorcasts, Aug. 1-Sept. 5. The songstress for July 18 and 25 will be announced.

Bennett and Miss De Haven will open the July 11 program singing "Firefly." Bennett also will offer "Love Walked In," "You Can't Love 'Em All," "Boulevard of Broken Dreams," "A Ship Without a Sail" and "From This Moment On." The Four Lads will sing "Glow Worm," "Be a Clown," "Roger Young" and "Praise the Lord and Pass the Ammunition." Miss De Haven's selections will include "Why Was I Born?" "Little Girl Blue" and a medley of "I Want to Be Loved By You," "I'm Just Wild About Harry" and "Button up Your Overcoat."

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NBC TELEVISION NETWORK



NEWS

July 7, 1959

HANS CONRIED TO CO-STAR WITH WILLIAM BENDIX IN O. HENRY'S
"RANSOM OF RED CHIEF," REXALL TV SPECIAL AUG. 16

Hans Conried of stage, screen and television, will co-star with William Bendix in O. Henry's "The Ransom of Red Chief," the Rexall TV Special for Sunday, Aug. 16 on the NBC-TV Network (10 to 11 p.m. EDT). Nine-year-old Teddy Rooney, son of Mickey Rooney, will be featured.

Conried will portray one of the kidnapers who has the misfortune to abduct an Alabaman's bratty son. Rooney plays the boy, who so terrorizes his captors that they try to return him before the ransom is paid. Bendix will portray the other kidnaper.

This is the second Rexall special in which Conried has been cast. In April, 1958, he portrayed the witch in "Hansel and Gretel."

Conried is familiar to television viewers for his witty conversation on NBC-TV's "Jack Paar Show." His other varied TV assignments have included playing a ballet master on the "George Gobel Show," a sinister artist on "Dragnet,"

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a benevolent artist on "Alcoa Theatre" and a Greenwich Village painter in the "Manhattan Tower" special. He also played a professor in the Broadway production of "Can-Can" and most recently starred as a college teacher in "Tall Story" in New York.

Conried began his career in 1937 when, at 20, he played Laertes in NBC Radio's production of "Hamlet" with the late John Barrymore. He is a noted dialectician, and was the "voice" of the Walt Disney character of Captain Hook in "Peter Pan." He recently completed a series of recorded readings of famous children's stories.

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NBC-New York, 7/7/59

JOHN C. GREENE IS NAMED EXECUTIVE PRODUCER AND PAUL LAMMERS
ASSOCIATE PRODUCER OF 'FROM THESE ROOTS'

John C. Greene has been named executive producer of the NBC-TV Network dramatic serial, "From These Roots," and Paul Lammers, co-director of the series, has been given the additional assignment of associate producer.

Mr. Greene is a member of the NBC-TV Network Program Department. NBC took over production of the Monday-through-Friday (3:30 p.m. EDT) program last month.

Mr. Lammers, who has been a director of "From These Roots" since it started June 30, 1958, previously had been with Talent Associates. He has directed on many network television series, including the "Kaiser Aluminum Hour," "Philco Television Playhouse" and "Goodyear Playhouse," on NBC-TV, and the "Kraft Television Theatre" and "Pond's Theatre" on ABC-TV.

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NBC-New York, 7/7/59

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July 8, 1959

'THE BLUE AND THE GRAY' TO SPARK NEW NBC-TV DRAMA SERIES

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Historian Henry Steele Commager, Compiler of True Narratives
Of Civil War, Will Be Consultant for Weekly Full-Hour
Telecasts of Stirring Human Interest Stories

A drama series sparked by "The Blue and the Gray," a two-volume source book of true and stirring narratives of the American Civil War compiled by noted historian Henry Steele Commager, will be produced under the same title by the NBC-TV Network during the 1960-61 season as a weekly full-hour program.

David Levy, Vice President, NBC Television Network Programs and Talent, announced the new project today.

Mr. Commager has been signed as consultant for the series, Mr. Levy said, and "some very fine writers and directors who have enthusiasm for the period" will be engaged to work on the NBC production. The series will be on film.

Mr. Commager's knowledge of the period 1861-65 is generally acknowledged as unexcelled. He has lectured and written widely about the "most personal and most romantic war" in history. He has been professor of history and American studies at Amherst College since 1956 and was professor of history at Columbia University from 1939

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to 1956. The author of many works on American history, he has a reputation as one of the finest writers among professional historians.

The TV "Blue and the Gray" will draw upon the 450-odd authentic narratives that make up Mr. Commager's compilation, as well as the voluminous Civil War literature found in obscure journals, diaries, letters, books and local periodicals and other more readily accessible works.

Portraying people against the background of the Civil War, the TV series will introduce a great variety of characters: the generals who planned the campaigns and the privates who fought them, the foreign observers and the journalists who seemed to circulate at will, the surgeons and the nurses, the guerrillas and the song-writers, the statesmen and diplomats, the chaplains and the sanitary commissioners -- and the folks back home.

"All the facts of the war will be authentic in this series of what we hope will be wonderful human interest stories," Mr. Levy said. "Some of the characters will be fictional, but even when we fictionalize, the characters will appear against a background that has a particular significance in the war."

The series will mirror Mr. Commager's view that the Civil War was not all fighting but also was public opinion, the draft, prison and hospital, politics and elections, religion, and even play and humor.

In addition to incidents of Army life -- such as fraternization on the picket line and adventures on the march -- there will be many stories of life behind the lines -- North and South.

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"If, as Mr. Commager tells us, Yankee officers did not marry Southern beauties as often as novelists imagined, there was at least some basis for the literary emphasis on romance," Mr. Levy said. "The Civil War has been called the last of the 'romantic' wars and the last 'personal' war; it was a fraternal war, a war of great gallantry -- and all this makes for good stories."

Though there will be no attempt to tell the "whole" history, Mr. Levy said, there will be an effort to give viewers an idea of the scope of the war and to re-create authentic atmosphere of the time.

Mr. Commager's "The Blue and the Gray," subtitled "The Story of the Civil War as Told by Its Participants," was hailed as a "phenomenal achievement" when published in 1950. It dramatized the fact that no other chapter of modern history has been so faithfully or so elaborately recorded by ordinary men and women. Its narratives were gleaned from an enormous quantity of published material: letters, assiduously kept diaries and journals, and other records of officers, statesmen, privates and folks back home.

Speaking of the popular appeal of the Civil War, Mr. Commager said: "We have fought five major wars in the last century or so, and three since Appomattox, but of them all it is the Civil War that has left the strongest impression on our minds, our imagination, and our hearts...Nor did the war come to an end, psychologically and emotionally, with Appomattox. No other war has started so many controversies and for no other do they flourish so vigorously."

And he adds: "It was, in a sense, the last of the old wars and the first of the new. It had many of the characteristics of earlier wars -- the chivalry that animated officers and men, and
(more)

the mutual esteem in which the combatants held each other, for example...But it was, too, in many interesting respects, a modern war, one that anticipated the 'total' wars of the twentieth century.

"....It involved almost every known form of warfare: large-scale battles, guerrilla fighting, trench warfare, sieges and investments, bold forays into enemy country and large-scale invasions, amphibious warfare along coastal and inland waters, blockade, privateering, surface and sub-surface naval war, the war of propaganda and of nerves."

Both sides displayed that "decent respect to the opinions of mankind" to which Jefferson had appealed three quarters of a century earlier, Mr. Commager says. "Both were convinced that the cause for which they fought was just -- and their descendants still are."

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NBC-New York, 7/8/59

NBC TELEVISION NETWORK



NEWS

July 8, 1959

"OPERATION NOAH'S ARK"

- - -

"Chet Huntley Reporting" to Present First TV Films of Rangers
Rescuing Animals Imperiled by Dam Project in Rhodesia

"Operation Noah's Ark," the story of the rescue of antelopes, rhinos, elephants and other African game threatened by the rising Zambesi River, will be presented by NBC News on "Chet Huntley Reporting" Sunday, July 26 (NBC-TV Network, 6:30-7 p.m. EDT).

Thousands of animals have been caught in the flooding waters that will eventually form a lake 170 miles long above the recently completed Kariba Dam in Rhodesia. They are being rescued by a team of rangers operating in small boats.

Cameraman Henry Toluzzi joined the rangers for nearly two months to film their rescue work. His film footage, the first to be shot for television, shows every phase of the unusual operation.

Toluzzi said that the rescue team consists of 35 rangers and assistants who patrol the widening river and check each emerging island for stranded game. The larger animals are driven into the water and herded to safe ground. Smaller animals, including warthogs weighing up to 25 pounds, are trapped in nets and are transported to shore by boat.

(more)

2 - "Operation Noah's Ark"

In letters to NBC News in New York, Toluzzi has explained that the rangers, like Noah, try to maintain the balance of nature as they rescue animals and release them in the game preserves that surround Lake Kariba. He points out that the team has even saved bush pigs and other animals that are regarded as pests by African farmers.

"Baboons, easily the worst crop destroyers in Africa, form the staple diet of leopards, and if the big cats were deprived of their daily baboon steak, they would certainly be forced to kill a great many antelopes instead," Toluzzi wrote. "So baboons are rescued along with all other animals and dumped in the preserves."

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NBC-New York, 7/8/59

In 1960, the FBI was the first to report that the
Kluge was a member of the KKK. This was the first time
that the FBI had ever reported that a person was a
member of the KKK. The FBI had never before reported
that a person was a member of the KKK. The FBI had
never before reported that a person was a member of
the KKK. The FBI had never before reported that a
person was a member of the KKK. The FBI had never
before reported that a person was a member of the
Kluge.

"During the 1960s, the FBI was the first to report
that the Kluge was a member of the KKK. This was the
first time that the FBI had ever reported that a
person was a member of the KKK. The FBI had never
before reported that a person was a member of the
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before reported that a person was a member of the
Kluge."

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SUSAN BROWN TAKES STARRING ROLE IN 'FROM THESE ROOTS'

Susan Brown has been cast in the starring role of Liz Fraser in the NBC-TV Network's daytime serial drama "From These Roots" (Monday-through-Friday, 3:30 p.m. EDT). Miss Brown takes over the role from Ann Flood (Mrs. Herbert Granath), who is leaving the cast to await the birth of a child. As Liz Fraser, Miss Brown portrays a young journalist who wants to marry and still keep her career.

A native of San Francisco, Miss Brown attended the University of Southern California (in Los Angeles) and majored in drama. Her television credits include appearances on "Omnibus," "My True Story," "The Verdict is Yours," "The Phil Silvers Show" and "Studio One." She has played in Summer stock company productions of "Mr. Roberts" at Cohasset, Mass.; "The Tender Trap" at the Oakdale Music Tent in Wallingford, Conn.; "Visit to a Small Planet," "Desk Set" and "Dear Barbarians" at the Bucks County (Pa.) Playhouse, and "Middle of the Night" and "Inherit the Wind," at the Cocoanut Grove Playhouse in Miami, Fla., and others. She also toured with the national company of "Inherit the Wind" and has appeared in several off-Broadway productions in New York.

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NBC-New York, 7/8/59



JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

July 9, 1959

GREYHOUND CORP. AND BULOVA WATCH CO. TO CO-SPONSOR
'PEOPLE ARE FUNNY' ON NBC-TV IN 1959-60 SEASON

The Greyhound Corporation and the Bulova Watch Company will co-sponsor "People Are Funny" on the NBC-TV Network during the 1959-60 season, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

"People Are Funny," the highly popular audience-participation program, will begin its sixth TV year in the Fall. Starring Art Linkletter as stuntmaster, the show will move to a new day, Friday (7:30-8 p.m. NYT) on a date to be announced. It made its debut on NBC Radio in 1942 and has been on the NBC Television Network since September, 1954. John Guedel is producer of the series.

The agency for Bulova is McCann-Erickson, Inc., and the agency for Greyhound is Grey Advertising Agency, Inc.

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July 9, 1959

INTERVIEW WITH NEW YORK'S NELSON ROCKEFELLER JULY 19
WILL BE FIRST IN SERIES OF APPEARANCES BY
GOVERNORS ON "MEET THE PRESS" PROGRAM

Governor Nelson A. Rockefeller of New York will be interviewed Sunday, July 19, in the first of a series of appearances by American governors on "Meet the Press" (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

Lawrence E. Spivak, producer and permanent panel member of the program, also announced that at least six other governors, in addition to Mr. Rockefeller, would be guests on "Meet the Press" during the remainder of 1959. The dates of their appearances will be announced later.

The six governors are David L. Lawrence of Pennsylvania, Michael V. DiSalle of Ohio, Edmund G. (Pat) Brown of California, William G. Stratton of Illinois and two of the nation's youngest governors, Mark O. Hatfield of Oregon and J. Howard Edmondson of Oklahoma.

Governor Rockefeller will be interviewed by James Desmond of the New York Daily News, Marquis Childs of the St. Louis Post-Dispatch, Clifton Daniel of the New York Times and Mr. Spivak. The program, a Public Affairs presentation of NBC News, will be telecast live from New York. Ned Brooks will be moderator.

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CREDITS FOR 'WHO PAYS?' ON THE NBC-TV NETWORK

TIME: NBC-TV Network, Thursdays 8-8:30 p.m. EDT.

EMCEE-MODERATOR: Mike Wallace

PANELISTS: Sir Cedric Hardwicke, Celeste Holm and
Gene Klavan.

FORMAT: Panelists try to identify two celebrities,
seated in view of audience but out of the
panel's sight, by asking questions of contest-
ants employed by or closely associated with
the celebrities. Secondary object of the
game is to learn the stars' idiosyncrasies.
Contestants receive cash prizes.

PACKAGER: Lester Lewis Associates

EXECUTIVE PRODUCER: Lester Lewis

PRODUCER-DIRECTOR: Jerome Schnur

ASSOCIATE PRODUCER: Barbara Olsan

PRODUCTION MANAGER: Terry Laughlin

ASSOCIATE DIRECTOR: Robert Hopkins

CONSULTANT: Bob Wald

DESIGNER: Frank Schneider

UNIT MANAGER: Richard K. Swicker

TECHNICAL DIRECTOR: Walter Miller

LIGHTING DIRECTOR: Alan Posage

AUDIO: Norman Ogg

GRAPHICS: Frank Aloise

(more)

2 - Credits for 'Who Pays?'

TALENT CONSULTANT: Celebrity Service, Inc.
FROM AN IDEA BY: Allan Kalmus and Irving Settel
PROGRAMMING: Gene Wood and Bill Brown
ORIGINATION: New York
SPONSOR: Purex Corporation, Ltd.
AGENCY: Edward H. Weiss & Company, Chicago
NBC PRESS
REPRESENTATIVE: Charlie Gregg, New York.

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NBC-New York, 7/9/59

COLORCAST

JACK TRACY
ROOM 320

2 COPIES X-



July 10, 1959

MINUTE MAID TO SPONSOR NEW YEAR'S DAY COLORCAST
OF TOURNAMENT OF ROSES PARADE ON NBC-TV NETWORK

The Minute Maid Corporation will sponsor the NBC-TV Network colorcast of the 71st annual "Tournament of Roses Parade" from Pasadena, Calif., on Friday, Jan. 1, 1960, it was announced by Don Durgin, Vice President, NBC Television Network Sales.

The brilliant annual spectacle, which precedes the Rose Bowl game each year, will be telecast from 11:30 a.m. until 1:45 p.m. (NYT), with the parade itself getting under way at 12 noon. A 30-minute pre-parade program describing preparations in the staging areas will also be presented, with pickups from the Rose Bowl and Sugar Bowl.

The telecast will mark the sixth consecutive year that Minute Maid has participated in sponsorship of the traditional New Year's Day highlight, and the fourth year the company has bought full sponsorship of the program. NBC has televised the parade since 1952, and first colorcast it in 1954.

The Minute Maid purchase of the parade telecast was made through Ted Bates and Company, Inc.

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TRADE NEWS

July 10, 1959

NEW AND RENEWAL DAYTIME ORDERS TOTALING \$23,500,000 IN GROSS REVENUE
PLACED WITH THE NBC TELEVISION NETWORK BY SEVEN ADVERTISERS

New and renewal daytime business totaling \$23,500,000 in gross revenue has been placed with the NBC Television Network by seven advertisers, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Highlighting the new orders were purchases by the Borden Company for an additional quarter-hour of "The Ruff and Reddy Show" on alternate Saturdays, and by the Gold Seal Company for segments of "Queen for a Day," "Tic Tac Dough," "Treasure Hunt" and "County Fair." The Kayser-Roth Hosiery Corp., for its product, Supp-Hose, ordered purchases on "Treasure Hunt" and "Young Dr. Malone."

Renewal orders were placed by the Brillo Manufacturing Company; Standard Brands, Inc.; Procter & Gamble Company; the Borden Company and General Foods Corp.

The new order by the Borden Company, placed through Young and Rubicam, Inc., is for an additional quarter-hour of "The Ruff and Reddy Show" on alternate Saturdays, effective Oct. 10. Borden currently sponsors one quarter-hour of the show, which is colorcast Saturdays, 10:30-11 a.m. (NYT).

(more)

2 - Daytime Sales

Through its agency, Campbell-Mithun, Inc., the Gold Seal Company, for its Glass Wax and Snowy Bleach, purchased two alternate-Tuesday quarter-hour segments of "Queen for a Day," starting Sept. 8, and alternate-Tuesday quarter-hours of "Tic Tac Dough" starting Oct. 6. Gold Seal also bought alternate-Tuesday quarter-hour segments of "Treasure Hunt" starting Sept. 8, and alternate-Friday quarter hours of "County Fair" starting Sept. 18.

"Queen for a Day" is telecast over NBC-TV Monday-Friday, 2-2:30 p.m. (NYT), and "County Fair" Monday-Friday, 4:30-5 p.m. (NYT). "Tic Tac Dough" is telecast Monday-Friday, 12 noon to 12:30 p.m. (NYT).

The Kayser-Roth order for "Treasure Hunt" starts Oct. 2 and for "Young Dr. Malone" Sept. 30. The order was placed through the Daniel and Charles agency.

"Treasure Hunt" is telecast over NBC-TV Monday-Friday, 10:30-11 a.m. (NYT), and "Young Dr. Malone" Monday-Friday, 3-3:30 p.m. (NYT).

The Brillo renewal was for alternate-week quarter-hour segments of "Concentration" and "It Could Be You," and was placed through the J. Walter Thompson Company. The order is for 26 alternate-Wednesday quarter-hours of "Concentration" and "It Could Be You." "Concentration" is telecast over NBC-TV Monday-Friday, 11:30 a.m.-12 noon, and "It Could Be You" is telecast Monday-Friday, 12:30-1 p.m. (NYT).

Thomas Leeming & Company, Inc., for its Pacquins Hand Cream, Silk 'n Satin Lotion and Ben Gay, has purchased alternate-Friday quarter-hours on "Tic Tac Dough" starting Oct. 2, and alternate-Monday quarter-hours of "It Could Be You," effective Sept. 28. Both orders were placed through the William Esty Company.

(more)

3 - Daytime Sales

Among the other new orders, Chesebrough-Ponds, Inc., for its cosmetics and Pertussin Cough Remedy and Vaseline, purchased two alternate-Tuesday quarter-hours on "Tic Tac Dough" effective Sept. 8, and two alternate-Friday quarter-hours of "Truth or Consequences," effective Sept. 18. Both orders were placed through J. Walter Thompson Company.

The Borden Company has also renewed its sponsorship of alternate-weeks of "Fury" (Saturdays, 11-11:30 a.m. NYT), starting July 18. General Foods Corp. at the same time has renewed its alternate-week sponsorship of "Fury" starting July 11. The General Foods order was placed through Benton & Bowles, Inc.

Standard Brands, Inc., has renewed its sponsorship of quarter-hours of "Tic Tac Dough" for 52 weeks starting Aug. 11. The order was placed through the Ted Bates agency. Procter & Gamble renewed its sponsorship of four quarter-hours weekly of "Tic Tac Dough," effective July 1, through Compton Advertising, Inc.

Procter & Gamble also renewed five alternate-week quarter-hours of "It Could Be You," and four quarter-hours weekly of "Truth or Consequences," both effective in July.

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NBC-New York, 7/10/59



TRADE NEWS

July 10, 1959

STATION WVET, ROCHESTER, N.Y., TO BECOME
AN NBC RADIO NETWORK AFFILIATE ON AUG. 1

The affiliation of station WVET, Rochester, N. Y., with the NBC Radio Network, effective Aug. 1, was announced today by Harry Bannister, NBC Vice President in charge of Station Relations.

The station, which operates full time with 5,000 watts power on a frequency of 1280 kilocycles, will replace the network's affiliation with Station WHAM on that date.

In announcing the change of affiliation, Mr. Bannister said: "We welcome WVET to the NBC Radio Network and are pleased to have the opportunity to provide once again the full NBC Radio service to the people of Rochester and surrounding communities."

Veterans Broadcasting Company, Inc., is the owner of Station WVET, which is operated by Ervin F. Lyke, President and General Manager, and Paul C. Louthier, Station Manager.

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MONITOR

THE NBC WEEK-END RADIO SERVICE

'MONITOR' EYEWITNESS ACCOUNTS OF MAJOR NEWS EVENTS ARE HIGHLIGHTED
IN RECORDING MADE BY NBC RADIO NETWORK FOR U.S. RAMBLER DEALERS

Eyewitness accounts of major news events covered by "Monitor" during the past three years are highlighted in a special recording prepared by the NBC Radio Network for exclusive distribution to the nation's Rambler dealers. "Monitor" newscasts have been sponsored by American Motors Corporation, manufacturer of Rambler automobiles, since Feb. 23, 1957.

In an introduction to the news excerpts which comprise most of the record, "Monitor" communicator Morgan Beatty noted that American Motors' strong national advertising campaign on NBC Radio in support of local selling efforts has played an important role in Rambler's sales success.

"The purpose of this recording is to newly acquaint you with that continuing campaign and, in so doing, to suggest the selling force and product enthusiasm it has generated for Rambler to date through the sensational news stories in which it has been featured," he said. "You will want to treasure this record -- not only because it was prepared especially and exclusively for you, but also because the sounds, the events, the voices here presented have already achieved an immortal place in world history."

(more)

Featured are Gabe Pressman's description of the sinking of the Andrea Doria, as he saw it from a seaplane overhead; General De Gaulle's speech in Algiers on June 5, 1958; Joe Michaels' report of the election of Pope John XXIII; the firing of the Pioneer I moon-shoot; Ed Scott's coverage of the battle in Havana the day after President Batista fled the city, and the celebration in Waikiki moments after Congress approved statehood for Hawaii.

Commentary by NBC Newscasters Chet Huntley, Leon Pearson and Frank Blair provides a background for the historic events. Miss Monitor (Tedi Thurman) gives a special welcome to the Rambler dealers.

One year after Rambler began sponsoring the "Monitor" newscasts, "Monitor" received a citation from the American Motors Corporation "for exceptional ingenuity and resourcefulness in radio advertising." The award acknowledged that "Monitor" was one of the important factors in placing Rambler sales 81 per cent ahead of the same date the preceding year.

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NBC-New York, 7/10/59

July 10, 1959

NBC NEWS CORRESPONDENTS RETURN TO GENEVA
TO COVER FOREIGN MINISTERS' CONFERENCE

NBC News correspondents are returning to Geneva to cover the foreign ministers' conference, which is scheduled to resume Monday, July 13.

The NBC News staff in Geneva will include correspondents Joseph C. Harsch (arriving from London), Edwin Newman (Paris), Robert Kroon (Geneva) and cameraman Harry Thoess (Berlin).

They will provide coverage for the NBC-TV Network's "Today" program, the "Texaco Huntley-Brinkley Report," as well as the NBC Radio Network's "World News Roundup," "News of the World," and the hourly newscasts.

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of July 19-25 (All Times EDT)

Sunday, July 19

7-7:30 p.m. -- "Midwestern Hayride" - Dean Richards is emcee.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with tonight's guests Dorothy Kirsten, Larry Storch and Barbara Heller.

Monday through Friday, July 20-24

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker.

Monday, July 20

10-10:30 p.m. -- "The Arthur Murray Party" - tonight's repeat program features guests Jean Pierre Aumont, Lauritz Melchior and Marilyn Maxwell.

Tuesday, July 21

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat drama is "Death Rides the Wind."

8:30-9 p.m. -- "The Jimmie Rodgers Show" - Jimmie's guests tonight are Joni James and harpist Robert Maxwell.

Wednesday, July 22

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show." Singer Anita Darien of The Jerry Packer Singers is featured tonight.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, July 23

10:30-11 p.m. -- "Masquerade Party" - with Bert Parks as emcee.

Friday, July 24

8-9 p.m. -- "Ellery Queen," starring Lee Philips. Tonight -

"The Small Elect," with guest stars Edna Best, Judith

Evelyn, Russell Nype, Edward Andrews and Happy Felton.

(Repeat)

Saturday, July 25

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Peggy King and The
Four Lads."

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NBC-New York, 7/10/59

EYES OF TEXAS ON A BEAUTY

The eyes of Texas will be upon pretty Thelma "Tad" Tadlock, assistant choreographer on the NBC-TV Network's "The Arthur Murray Party," on Monday, July 13.

Gov. Price Daniel of Texas has proclaimed the date "Tad Tadlock Day" and her home town of Port Arthur, Texas (population 90,000) will honor her in day-long festivities.

Highlights of the celebration will include a breakfast at the Community Home, a parade down the town's main street, a luncheon at the Hotel Goodhue and an evening-long open house at the Rose Hill Mansion. Participants in the activities will include Port Arthur's Mayor Richard Eisler and State Senator Jep Fuller.

"Tad," a dark-haired beauty, left Port Arthur six years ago determined to make good as a professional dancer. Since arriving in New York in 1952 she has appeared in four Broadway musicals, has been a member of the Hamilton Trio and has danced on "Your Hit Parade" and other television shows. On "The Arthur Murray Party" (colorcast Mondays at 10 p.m. EDT) she dances with stage, screen and television stars during the "celebrity dance contests."

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NBC-New York, 7/10/59

2 COPIES X-H

NBC TELEVISION NETWORK



NEWS

July 13, 1959

VICE PRESIDENT NIXON WILL APPRAISE HIS MOSCOW VISIT
ON SPECIAL NBC NEWS TELECAST IN PRIME EVENING TIME
ON NETWORK AFTER HIS RETURN TO THE UNITED STATES

Vice President Richard M. Nixon will appraise his trip to Moscow in a special NBC News program to be presented in prime evening time on the NBC-TV Network after his return to the United States.

The Vice President will appear on the program to narrate film of his visit and to be interviewed by NBC News correspondent Ray Scherer, who will accompany him to Moscow. The date of the half-hour telecast will be announced soon.

Mr. Nixon is scheduled to leave for Russia on July 22 on an official visit during which he will take part in the opening of the U. S. Exposition in Moscow on July 25. He is expected to spend between 10 days and two weeks in the Soviet Union.

The NBC staff accompanying the Vice President will include, besides Scherer, cameraman Bradford Kress and soundman John Langenegger.



July 13, 1959

PRODUCTION ASSIGNMENTS ANNOUNCED FOR 'DINAH SHORE CHEVY SHOW'

- - -

Bob Finkel Is Producer-Director; Charles Isaacs Named Head Writer,
Aided by Carl Reiner (Who Will Also Appear on Some Colorcasts)

Production staff additions and new assignments have been announced for the "Dinah Shore Chevy Show" colorcast series which starts its 1959-60 season on the NBC-TV Network Sunday, Oct. 11 (9-10 p.m. NYT).

Bob Finkel has been signed by Henry Jaffe Enterprises as producer-director of the series. Finkel joined the staff in March for the remainder of last season's shows. Charles Isaacs has been signed as head writer, aided by Carl Reiner (who will make a minimum of five appearances as a performer in addition to his writing stint).

Gordon Wiles, former assistant director on the series, has been advanced to associate producer with Rick Oxford taking over as assistant director.

Continuing assignments include director Dean Whitmore, who got his first directorial position on last season's series; choreographer Tony Charmoli, who stages all the musical numbers; Ticker Freeman, who creates all vocal routines, and Earl Brown, who writes special material. Harry Zimmerman returns to conduct the orchestra, the same assignment he has for "The Chevy Show" Summer series. Rounding out Finkel's staff for the "Dinah Shore Chevy Show" will be John Hinsey as unit manager.

PAT HARRINGTON JR. TO BE "COUNTY FAIR" EMCEE

DURING BERT PARKS' VACATION

Bert Parks will be on vacation from NBC-TV Network's "County Fair" show the week of July 20-24, and comedian Pat Harrington Jr. will substitute as emcee.

Harrington has made many appearances on NBC-TV's "Jack Paar Show" in his characterization of Guido Panzini, the Italian golf pro. He was one of the substitute hosts during Paar's recent vacation. He also was a frequent guest on "The Steve Allen Show" during the past year.

"County Fair" is telecast Monday through Friday from 4:30 to 5 p.m. EDT.

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ROBERT C. MacKICHAN IS NAMED MANAGER, DESIGN AND ART, FOR NBC

Robert C. MacKichan has been named Manager, Design and Art, for the National Broadcasting Company, it was announced today by Robert L. Stone, Vice President, Facilities Operations, NBC.

Mr. MacKichan, who had been Manager, Show Requirement Estimating, at NBC since 1957, has had several years' association in design and art at NBC. He joined the network in 1948 as a scenic designer and before that held similar positions at both CBS and ABC. As scenic designer he was associated with the NBC's Milton Berle shows for four years, the "Kraft Television Theater" and other programs.

A graduate of Ohio Wesleyan University, Mr. MacKichan also attended Parsons School of Design and Yale Drama School. He served in the armed forces for four years during World War II and was a lieutenant in the Navy at the time of his discharge.

He is married and lives with his wife and three children in Thornwood, New York.

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COLORCAST SERIES



July 13, 1959

THE MODERNAIRES, NOTED VOCAL GROUP, WILL JOIN TONY BENNETT
AND JAYE P. MORGAN FOR SIX 'PERRY PRESENTS' COLORCASTS

The Modernaires, noted vocal group, will join singing stars Tony Bennett and Jaye P. Morgan on six colorcasts of "Perry Presents" on the NBC-TV Network Saturdays, Aug. 1 through Sept. 5 (8-9 p.m. EDT).

The group, featuring Paula Kelly, Alan Copeland, Hal Dickinson, Vernon Polk and Chuck Kelly, will take over for the Four Lads who will leave the program, as originally scheduled, for an extended personal appearance tour.

The Modernaires, who were an integral part of the Glenn Miller band, have made numerous appearances on TV shows including "The Dean Martin and Jerry Lewis Show," "The Patti Page Show," "The Bob Crosby Show," "The Arthur Murray Show" and "The Steve Allen Show." They also have been featured on radio and have appeared in motion pictures -- including "Latin Lovers," "Walkin' My Baby Back Home," "The Glenn Miller Story" and others. Their recordings have included many best-sellers.

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July 13, 1959

-----'DOUGH' TIME FOR SERGEANT-----

- - -

M/Sgt. William Fleischauer Is National Champ of "Tic Tac Dough";
Wins \$20,000 and Now Faces Series' All-Time High Money Winners

M/Sgt. William Fleischauer of Arlington, Va., won the "Tic Tac Dough" national championship and \$20,000 today (Monday, July 13).

Fleischauer defeated entrants from all over the country in the contest conducted by the Monday through Friday (12 noon EDT) NBC-TV Network series.

The 32-year-old Army man won the championship by defeating his last....and probably toughest challenger....Patrick Madden, an assistant city attorney from Milwaukee. The finalists were selected after sectional elimination matches in which thousands competed.

Fleischauer now will battle it out with the two previous all-time high money winners of the series -- James Astrue of San Antonio and Mrs. Patricia McCarthy of Philadelphia.

The game -- with the stakes at \$25,000 -- will start tomorrow, Tuesday, July 14.

Fleischauer and his wife, Cecilia, have two children, Michael, 4, and Suzanne, 2.

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NBC TELEVISION NETWORK



NEWS

July 13, 1959

NBC-TV NETWORK COLORCAST SCHEDULE
For August (All Times EDT)

Saturday, Aug. 1

10-10:30 a.m. -- "The Howdy Doody Show" - with Bob Smith and puppet star Howdy Doody.

10:30-11 a.m. -- "The Ruff and Reddy Show" - with Jimmy Blaine.

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

Sunday, Aug. 2

7-7:30 p.m. -- "Midwestern Hayride" - with emcee Dean Richards.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guest stars.

Monday through Friday, Aug. 3-7

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Monday, Aug. 3

10-10:30 p.m. -- "The Arthur Murray Party" - tonight's repeat program features guest stars Bert Parks, Joey Bishop, Johnny Carson, Diahann Carroll and Beatrice Kraft.

Tuesday, Aug. 4

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat drama is "The Fourth Brother."

8:30-9 p.m. -- "The Jimmie Rodgers Show."

(more)

2 - NBC-TV Network Colorcast Schedule for August

Wednesday, Aug. 5

8:30-9 p.m. -- "The Price Is Right" with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show."

Thursday, Aug. 6

10:30-11 p.m. -- "Masquerade Party" with Bert Parks as emcee.

Friday, Aug. 7

8-9 p.m. -- "Ellery Queen," played by Lee Philips, solves a mystery called "Castaway on a Nearby Island" tonight. Guest stars are Leueen MacGrath, Lloyd Bochner, Evelyn Ward and Thomas Chalmers. (Repeat)

Saturday, Aug. 8

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

Sunday, Aug. 9

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt.

Monday through Friday, Aug. 10-14

4-4:30 p.m. -- "Truth or Consequences"

Monday, Aug. 10

10-10:30 p.m. -- "The Arthur Murray Party" - tonight's guests are Ricardo Montalban, June Havoc, Paul Winchell, composers Livingston and Evans and singers Judy Johnson and Richard Hayes. (Repeat)

Tuesday, Aug. 11

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat drama is "Ambush."

8:30-9 p.m. -- "The Jimmie Rodgers Show"

(more)

3 - NBC-TV Network Colorcast Schedule for August

Wednesday, Aug. 12

8:30-9 p.m. -- "The Price Is Right"

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Thursday, Aug. 13

10:30-11 p.m. -- "Masquerade Party"

Friday, Aug. 14

8-9 p.m. -- "Ellery Queen" (played by Lee Philips) investigates "The Curse of Aden" tonight. Guest stars are Barton MacLane, Julie Adams, Hurd Hatfield, Ruth McDevitt, John McGivern and Roxanne Arlen. (Repeat)

Saturday, Aug. 15

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

Sunday, Aug. 16

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guest stars.

Monday through Friday, Aug. 17-21

4-4:30 p.m. -- "Truth or Consequences"

Monday, Aug. 17

10-10:30 p.m. -- "The Arthur Murray Party" - guests tonight are Akim Tamiroff, Viveca Lindfors and Vivian Blaine. (Repeat)

Tuesday, Aug. 18

7:30-8 p.m. -- "Northwest Passage - tonight's repeat drama is "The Witch."

8:30-9 p.m. -- "The Jimmie Rodgers Show"

(more)

4 - NBC-TV Network Colorcast Schedule for August

Wednesday, Aug. 19

8:30-9 p.m. -- "The Price Is Right."

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show."

Thursday, Aug. 20

10:30-11 p.m. -- "Masquerade Party"

Friday, Aug. 21

8-9 p.m. -- "Ellery Queen" (played by Lee Philips) witnesses a
"Dance into Death" tonight. Tamara Geva, Morey Amsterdam and
Sandra Donat are guest stars. (Repeat)

Saturday, Aug. 22

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The
Modernaires."

Sunday, Aug. 23

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt.

Monday through Friday, Aug. 24-28

4-4:30 p.m. -- "Truth or Consequences"

Monday, Aug. 24

10-10:30 p.m. -- "The Arthur Murray Party" - with tonight's guests
Constance Bennett, Marie McDonald, composer Jimmy McHugh and
singers Bob Carroll, Betty Ann Grove and Phyllis Newman.
(Repeat)

Tuesday, Aug. 25

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat film is "Stab
in the Back."

8:30-9 p.m. -- "The Jimmie Rodgers Show."

(more)

5 - NBC-TV Network Colorcast Schedule for August

Wednesday, Aug. 26

8:30-9 p.m. -- "The Price is Right"

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show"

Thursday, Aug. 27

10:30-11 p.m. -- "Masquerade Party"

Friday, Aug. 28

8-9 p.m. -- "Ellery Queen" - Lee Philips stars. Tonight's case is titled "Body of the Crime." Guest stars are Gloria De Haven, Ruth Warrick, Susan Cabot and Robert Webber. (Repeat)

Saturday, Aug. 29

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

NOTE: NBC-TV will colorcast the doubles match of the Davis Cup Challenge Round today. Starting time will be announced.

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

Sunday, Aug. 30

NOTE: NBC-TV will colorcast the concluding singles matches of the Davis Cup Challenge Round today. Starting time will be announced.

7-7:30 p.m. -- "Midwestern Hayride"

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guest stars.

Monday, Aug. 31

4-4:30 p.m. -- "Truth or Consequences."

10-10:30 p.m. -- "The Arthur Murray Party" - tonight's repeat colorcast features guest stars Milton Berle, Gene Barry and Red Buttons.

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NBC-New York, 7/13/59

CREDITS FOR NBC'S "MEET THE PRESS"

PROGRAM: "Meet the Press"

TIME: NBC-TV Network, 6-6:30 p.m. EDT.
NBC Radio Network, except WRCA, as
part of "Monitor," 6:30-7 p.m. EDT.
WRCA time, 10:35-11 p.m. EDT.

FORMAT: Outstanding figures-in-the-news are
interviewed by a panel of newsmen in
an unrehearsed press conference.

PRODUCER (AND
PERMANENT PANEL MEMBER): Lawrence E. Spivak

ASSOCIATE PRODUCER: Betty Cole

MODERATOR: Ned Brooks

DIRECTORS: Frank Slingland (Washington)
Lynwood King (New York)

TECHNICAL DIRECTOR: Leon Chromak

UNIT MANAGER: Bruce Bassett

PRODUCTION SUPERVISOR: Doris Corwith

PREMIERE DATES: NBC-TV Network, Nov. 20, 1947;
NBC Radio Network, May 4, 1952.
(Began on radio on NBC June 24, 1945)

ORIGINATION: Washington and New York

NBC PRESS REPRESENTATIVE: Bob Brown, New York

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NBC-New York, 7/13/59

CREDITS FOR UNITED STATES-RUSSIA TRACK MEET

TELECAST ON NBC-TV NETWORK

DATE AND TIME: Sunday, July 19, 4:30 to 6 p.m. EDT.

PROGRAM SUMMARY: Live and video tape coverage of international track meet between Russia and the United States at Franklin Field, Philadelphia. Scheduled for live coverage are five races in men's meet: 800-meter, 1,500-meter and 5,000-meter runs, 3,000-meter steeplechase and 1,600-meter relay. Various field events in progress also will be covered live. Track and field events held earlier in the afternoon and on previous day of two-day meet will be covered via video tape.

COMMENTATORS: Marty Glickman and Don Dunphy reporting the races, Bob Richards and Bud Palmer for trackside interviews.

PRODUCER: Perry Smith.

DIRECTOR: Jack Dillon.

WRITER: Barney Nagler.

SPONSOR: General Mills, Inc.

AGENCY: Knox Reeves Advertising, Inc.

NBC PRESS REPRESENTATIVE: Bob Goldwater (New York).

-----O-----

NBC-New York, 7/13/59



JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

July 14, 1959

"AUTO MOTIVES"

SHOPPERS AND DEALERS STILL CHOOSE TELEVISION ADVERTISING AS DOMINANT STIMULUS FOR NEW CAR SALES, ACCORDING TO NBC'S FOURTH ANNUAL SURVEY

- - -

3 Out of 4 Dealers Pick TV as Main Ad Medium for Compact U. S. Cars

Showroom shoppers and automobile dealers continue to choose television advertising as the dominant stimulus for new car sales, and almost three out of four dealers select TV as the principal advertising medium for America's forthcoming compact cars.

These highlights from "Auto Motives," NBC's fourth annual study of automobile shoppers, buyers and dealers, were announced today by Hugh M. Beville Jr., Vice President, NBC Planning and Research. He also listed the following key findings:

(1) More automobile shoppers report that television advertising stands out strongly in their minds than name newspaper or magazine advertising combined. And, in drawing people to look at a certain make, television leads newspapers by 2½-to-1 and magazines by nearly 4-to-1.

(2) 67 per cent of the dealers believe television is the most effective medium for attracting customers to show-rooms and 64 per cent say television best pre-sells the product. Moreover, 71 per cent choose television advertising as most effective in selling the idea of the new compact cars.
(more)

(3) The preference for television over other media far exceeds the actual proportion of major media expenditures allocated to TV. Based on the average of four media preference measures, television's share of mentions is 60 per cent. Yet only 35 per cent of the advertising dollars spent by the automotive industry in major media is allocated to TV.

(4) Examining the impact and influence of television for specific advertisers on NBC, the survey showed that 28 per cent more viewers than non-viewers of the average NBC auto-sponsored program have shopped for the make advertised. Share of sales for the average NBC auto advertiser is 35 per cent higher among the viewers of his program than the non-viewers and, in general, viewers

- are more likely to come to the showroom
- are more aware of the sponsor's slogans
- have a more positive image of the advertised make
- give the sponsor's make a better rating
- buy the advertised make at a higher rate

(5) As an important new element in the survey, buyers' and dealers' attitudes toward small cars -- domestic and foreign -- were studied. All shoppers interviewed were shown a prototype illustration of a compact car, which was described to half the sample as "a new small American-made car" and to the other half as "a new small foreign car." Shown a list of adjectives, the shoppers were asked which best expressed their opinion of the new small car. Results show the biggest potential advantage

(more)

of the U. S. small car over the foreign small car is ease of getting service, with the small American car also judged as more comfortable, a better trade-in value and more car for the money.

The survey was conducted for NBC by R. H. Bruskin Associates, during February and March, 1959. It is based on a total of 11,179 interviews -- 1,235 with automobile dealers, 4,361 with shoppers in these dealers' showrooms, 2,525 in-home interviews with the general public, and 3,058 re-interviews of the original shoppers, conducted in April.

Interviews were distributed throughout 159 counties in 41 states, in large and small cities, rural and urban localities, and covered 16 domestic automotive makes as well as imports. Detailed findings on individual makes are now being presented by NBC to automotive companies and their advertising agencies. The entire survey was under the supervision of Dr. Thomas E. Coffin, Director of Research, NBC.

Objectives of the survey were to determine the following:

- (1) The attitudes and buying patterns of today's shoppers and buyers.
- (2) How shoppers and buyers describe the '59 cars and how they characterize themselves.
- (3) People's interest in the forthcoming American-made small cars and their current image of these compact models.
- (4) How shoppers and dealers rate the media on strength of impression, persuasion and sales power.

(more)

(5) The impact and influence of NBC's programs for automotive advertisers.

At no time during the interviews was any connection with television or NBC implied, and a number of methodological checks were employed to insure an unbiased study.

The following are important questions and detailed findings of the 1959 NBC Automotive Survey:

(1) "What kind of (MAKE SOLD) advertising stands out most strongly in your mind?"

	<u>Shoppers</u>
Television	60%
Magazine	21%
Newspaper	13%

Television's dominance in this area has been consistent in each of the four NBC surveys. Results of this question in previous years follow:

	<u>Television</u>	<u>Magazine</u>	<u>Newspaper</u>
1956	61%	22%	17%
1957	61%	19%	12%
1958	64%	22%	10%

(2) "What kind of advertising did the most to get you interested in looking at a (MAKE SHOPPED)?"

	<u>Shoppers</u>
Television	46%
Magazine	17%
Newspaper	12%

(3) "What kind of national advertising for the 1959 (MAKE SOLD) do you feel is most effective in getting people to visit your showroom?"

(more)

	<u>Dealers</u>
Television	67%
Newspaper	34%
Magazine	16%

Again, the four-year trend findings for this same question reveal that consistently about two out of three dealers state that TV is the most effective medium to draw customers into the showroom.

	<u>Television</u>	<u>Magazine</u>	<u>Newspaper</u>
1956	59%	12%	43%
1957	59%	5%	33%
1958	64%	6%	32%

(4) "What kind of national advertising for the 1959 (MAKE SOLD) seems to do the best job of pre-selling the prospect and making your sales job easier once you have him in the showroom?"

	<u>Dealers</u>
Television	64%
Newspaper	27%
Magazine	17%

(5) "What kind of national factory advertising do you think would be the most effective in selling the idea of this new small car and bringing people in to look at it?"

	<u>Dealers</u>
Television	71%
Newspaper	45%
Magazine	25%

(more)

(6) Findings show that viewers of automotive-sponsored programs know more, like more and buy more:

- a. 28 per cent more viewers than non-viewers of the average NBC auto-sponsored program have shopped for the make advertised.
- b. Viewers of NBC auto-sponsored programs tend to describe the sponsor's make in more positive terms than do non-viewers. Examples:

Shoppers in sponsor's showroom:
% using term to describe
sponsor's make

	<u>Viewers</u>	<u>Non-viewers</u>
Well-built	74%	64%
Safe to drive	72%	64%
Fun to drive	63%	53%
Lot of car for the money	62%	51%
Luxurious	50%	39%

- c. 54 per cent more viewers than non-viewers rate the sponsor's make as "one of the best" cars.
- d. Share of sales for the average NBC advertiser is 35 per cent higher among viewers of his program than among non-viewers.

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NBC-New York, 7/14/59



July 14, 1959

JULIAN GOODMAN IS NAMED DIRECTOR OF NEWS AND PUBLIC AFFAIRS
FOR NBC, AND WILL BE ASSIGNED TO NEW YORK

- - -

Elmer W. Lower Will Succeed Goodman in Washington

Julian Goodman has been named Director of News and Public Affairs, effective immediately, it was announced today by William R. McAndrew, Vice President, NBC News.

Mr. Goodman, an NBC newsman for 14 years and most recently Manager of News for NBC in Washington, will be assigned to New York in his newly created position.

He will be succeeded in his Washington post by Elmer W. Lower, who has been Director of Operations and General Manager of election and convention coverage for CBS News.

J. O. Meyers continues as Director of NBC News, and Edward Stanley as Director of Public Affairs.

Mr. McAndrew said the new appointments "give added impetus to our expanding news and public affairs programming and lay the groundwork for intensive, effective coverage of the national conventions and elections in 1960."

Mr. Goodman joined NBC News in Washington in 1945, serving first as a news writer and editor, then as manager of news and special events coverage in Washington for both the NBC Television and Radio

(more)

Networks. He has played a key role in television and radio news during three Presidential election years, including 1956, when he was administrative head of the NBC News central desk at the national conventions and was producer of two full-hour pre-convention programs.

Mr. Goodman also has taken a leading part in extending television and radio coverage to areas of Washington news that were once closed to the electronic media. He obtained permission for the first live broadcast of Congressional committee hearings (Secretary of State Dean Acheson's testimony on Greek-Turkish aid during the Truman administration). He also participated in arrangements for the first filming of a Presidential news conference in February, 1955. He has supervised the origination of numerous Presidential broadcasts and other public affairs programming from Washington.

Mr. Goodman is President of the Radio and Television Correspondents Association. He is a graduate of George Washington University. He lives with his wife and three children in Arlington, Va.

Mr. Lower joined the CBS Television Network in 1953 as Washington Director of News and Public Affairs. In 1954 he was named Director of Special Projects and four years later was appointed Director of Operations. In addition, during election years he served as General Manager of election and convention coverage, supervising the large network staff that covers the national conventions, elections and inaugurations.

Before joining CBS, he was Chief of the Information Division of the U. S. High Commission for Germany from 1951 to 1953, directing the largest propaganda effort ever made by the U. S. in any single

(more)

3 - Julian Goodman

country. In 1951 he served as Assistant Director of Information of the U. S. Office of Rent Control. During the six previous years he was a bureau manager and correspondent for Life magazine, with assignments in Paris, Los Angeles and the Far East.

From 1942 to 1944, he was Chief of the Picture Division in foreign offices of the U. S. Office of War Information. From 1934 to 1942 he served in editorial assignments first with United Press, then with the NEA Service and with the Associated Press in Chicago and New York.

Mr. Lower is a journalism graduate of the University of Missouri. He recently completed a year of graduate study for his M. A. at Columbia University, researching the role of television and radio in Presidential elections under a fellowship of the Fund for Adult Education. He holds the Award for Distinguished Service to Journalism from the University of Missouri. He lives with his wife and their two sons in Hastings-on-the-Hudson, N. Y.

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NBC-New York, 7/14/59

COLORCAST

NBC TELEVISION NETWORK



NEWS

July 14, 1959

'PEOPLE KILL PEOPLE SOMETIMES,' FULL-HOUR ORIGINAL DRAMA

BY S. LEE POGOSTIN, WILL BE COLORCAST SEPT. 20 AS

'SUNDAY SHOWCASE' PREMIERE ON NBC-TV NETWORK

- - -

John Frankenheimer to Direct and Produce Play

"People Kill People Sometimes," an original drama by S. Lee Pogostin to be directed and produced by John Frankenheimer, will open the NBC-TV Network's "Sunday Showcase," a series of top-quality NBC-produced drama-specials Sunday, Sept. 20.

The full-hour drama will be seen in color and black-and-white from 8-9 p.m. EDT. Robert Alan Aurthur will be executive producer.

"People Kill People Sometimes" is a drama of personal tragedy told in terms of a husband and wife trying to cling to values in a world where none of the values seems to add up.

"This play has something of the epic quality about it," Frankenheimer said. "Pogostin has developed what we hope is a new style of writing...a far cry from the 'kitchen-sink,' naturalistic style that's been jammed down our throats for the past 10 years."

(more)

In "People Kill People Sometimes," Frankenheimer said, "We will aim for quality. We hope to cast it with the best possible actors...not necessarily the big, commercial Hollywood-type names."

Although this will be Pogostin's first full-hour original drama for TV, he is no newcomer to the medium. During the past eight years, he has written many half-hour TV dramas as well as two 90-minute adaptations, "The Human Comedy" for the "Dupont Show of the Month," and "The Moon and Sixpence," which will be seen on NBC-TV next Fall.

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NBC-New York, 7/14/59

MONITOR

THE NBC WEEK-END RADIO SERVICE

THREE-MAN 'MONITOR' TEAM TO COVER U. S. EXHIBITION IN MOSCOW FOR SPECIAL NBC RADIO NETWORK REPORTS

A three-man "Monitor" team, which will provide special coverage of the American National Exhibition in Moscow, leaves the United States Wednesday, July 15, it was announced today by Albert L. Capstaff, Vice President, Radio Network Programs.

The team consists of Capstaff; Burroughs H. Prince, managing editor of "Monitor," and reporter Jay Miller. Prince and Miller will remain in Moscow for a month and will make 10 broadcasts weekly describing the exhibition and the reactions of Russians and foreign visitors to its displays.

The "Monitor" broadcasts also will try to determine whether Soviet citizens believe that the Exhibition is truly representative of the American way of life.

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NBC-New York, 7/14/59

WOMEN

FOR THE YEAR 1900-1901

THE WOMEN OF THE UNITED STATES
IN THE YEAR 1900-1901

A complete history of the women of the United States in the year 1900-1901, showing the progress of the various movements for the improvement of the condition of the women of the United States, and the influence of the various movements on the progress of the country.

The year 1900-1901 was a year of great activity for the women of the United States. The various movements for the improvement of the condition of the women of the United States were all active, and the influence of the various movements on the progress of the country was great.

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JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

July 15, 1959

CHRYSLER CORPORATION TO SPONSOR 'ANOTHER EVENING WITH FRED ASTAIRE,'
ALL-NEW FULL-HOUR LIVE MUSICAL COLORCAST NOV. 4

Fred Astaire, whose first starring vehicle on TV last season on NBC-TV won 14 awards, will star in an all-new hour-long live musical colorcast on the NBC-TV Network Wednesday, Nov. 4 (9-10 p.m. NYT), it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

One of the major attractions of the new season, the program will be called "Another Evening with Fred Astaire," and will be a completely new presentation. Guest stars for the show, which again will be sponsored by the Chrysler Corporation, will be announced shortly.

Reviewers across the country were unanimous in their praise after the first telecast and subsequently gave virtually every award for the season's "bests" to both Astaire and the show, which became the year's most honored television program.

At last May's annual presentation of the "Emmy" awards, the Academy of Television Arts and Sciences voted the show the most outstanding single program of the year and presented it with eight other "Emmys," the most ever awarded to one program.

(more)

2 - 'Another Evening with Fred Astaire'

Among the other honors won by "An Evening with Fred Astaire" was a special 1958 George Foster Peabody Award.

In addition to starring in "Another Evening with Fred Astaire," Astaire will be executive producer of the show. Alan "Bud" Yorkin again will be producer-director of the Astaire show, which will be produced by Ava Productions, Inc., in association with the NBC-TV Network.

The Chrysler purchase was made through the Leo Burnett Company, Inc., advertising agency for Chrysler Corporation.

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NBC-New York, 7/15/59

NBC RADIO NETWORK NEWS

July 15, 1959

HESS & CLARK TO SPONSOR 'RED FOLEY SHOW' ON NBC RADIO NETWORK

"The Red Foley Show," starring Red Foley and featuring a rotating cast of popular country music singers and instrumentalists, returns to the air Saturday, Aug. 8 on the NBC Radio Network (12:30-12:45 p.m. EDT).

RadiOzark Enterprises of Springfield, Mo., is producer-packager of the program. The director is Bill Ring and the announcer is Joe Slattery. Hess & Clark, Inc., of Ashland, Ohio, manufacturer of livestock and poultry medications and insecticides, is the sponsor.

The program will originate live each Saturday from the Jewell Theater in Springfield, Mo. Regular performers include singers Bobby Lord, Leroy Van Dyke, Norma Jean, Suzi Arden, and the Jimmy Gateley-Harold Morrison duo; comedian Uncle Cyp Brasfield, electric guitarist Speedy Haworth, steel guitarist Doc Martin and fiddle player Cecil Brower.

The show's star, Red Foley, has been a country music singer for 28 years. His records, of which almost 30,000,000 copies have been sold, include "Chattanooga Shoe Shine Boy" and "Peace in the Valley."

A major recording star will be the special guest of each program. A weekly highlight will be Foley's "song of inspiration," one of the many devotional songs he has made famous on radio, TV and records. Music will be provided also by Slim Wilson and the Tall Timber Boys.

LOOK MARV, BIG HAND!

- - -

Plenty of Lee-way (Time-wise) Goes to Star of 'M Squad'
Who Follows Himself in 'Western Theatre' July 31

Lee Marvin will follow himself in contrasting roles when he stars on two consecutive telecasts on the NBC-TV Network Friday, July 31.

During the first half-hour (9-9:30 p.m. EDT), Marvin will play his regular role of Detective Lt. Ballinger, tough and relentless fighter against crime, on the NBC-TV "M Squad" series. In the second half-hour (9:30-10 p.m. EDT) he will portray Jim Patterson, a good-natured but lazy rancher, in the "Easy-Going Man" presentation of NBC-TV's "Colgate Western Theatre."

In "Prescription for Murder" on "M Squad," Ballinger sets out after two gunmen he believes responsible for the abduction of a doctor's wife to prevent an operation on a critically wounded detective.

As the "Easy-Going Man" on "Colgate Western Theatre," Jim Patterson loses his money and his horse in a card game, but wins a reluctant young ward -- and eventually the lad's mother.

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CORRECTION PLEASE, FOR 'MEET THE PRESS' CREDITS

Please substitute the following for the entries headed "Premiere Dates" in the credits for NBC's "Meet the Press" released July 13:

NBC-TV Network, Nov. 20, 1947.

NBC Radio Network, May 4, 1952.

(Began on radio on MBS June 24, 1945)

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NBC-New York, 7/15/59

JIM BACKUS TO BE HOST OF "TODAY" FOR FIRST
HALF OF DAVE GARROWAY'S FOUR-WEEK VACATION

Jim Backus, veteran radio and television comedy headliner, will substitute for vacationing Dave Garroway as host on NBC-TV Network's "Today" program for two weeks beginning Monday, July 20.

Backus is expert at using a variety of "voices," and earned fame for his speaking assignment as Mr. Magoo, the nearsighted movie cartoon character. His career is the indirect result of an appendectomy. After the operation, in the early 1930s, he was advised by a physician not to exert himself physically. Taking this advice, he got a job in a radio station as a combination office boy, announcer and actor. He became a successful performer in radio and, later, in television.

He co-starred with Joan Davis in the "I Married Joan" comedy series on the NBC-TV Network. His radio characterization of Hubert Updike III on "The Alan Young Show" also won wide applause. In addition to his acting career, Backus also writes radio shows.

Garroway will be on vacation for four weeks. His replacement during the latter two weeks will be announced soon.

("Today" is telecast Monday through Friday,
7-9 a.m. EDT.)

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MRS. DORIS CORWITH OF NBC IS RENAMED TO WAR MEMORIAL AUTHORITY

Mrs. Doris Corwith, NBC supervisor of public service programs, was reappointed a member of the New York State World War Memorial Authority by Governor Nelson A. Rockefeller today.

Former Governor Averell Harriman named Mrs. Corwith to the newly-created committee in January, 1958. The 10-member bi-partisan committee was organized to recommend a site and arrange for construction of a New York State War Memorial.

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NBC-New York, 7/15/59



TRADE NEWS

2 COPIES X-H

July 16, 1959

WATCHMAKERS OF SWITZERLAND TO SPONSOR AWARDS CEREMONY
OF NATIONAL ACADEMY OF RECORDING ARTS
AND SCIENCES ON NBC-TV NETWORK

The outstanding recording artists of 1959 will be honored by the National Academy of Recording Arts and Sciences in an awards ceremony on the NBC-TV Network Sunday, Nov. 29 (8-9 p.m. NYT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The special telecast will be sponsored by the Watchmakers of Switzerland and will feature performances of the year's best popular, classical and jazz records by the artists who recorded them.

Ten award-winning performances will be presented during the program for the best male vocal performance, best female vocal performance, best song, best album, best jazz performance, best comedy performance, best solo classical vocal performance, best original cast show album, best motion picture sound track album and best new performer of the year.

(more)

2 - Awards Ceremony

Special awards also will be presented to the recording artists who have made outstanding contributions to the recording industry. Winners of all awards, who will be chosen by members of NARAS in secret ballot, will receive the recording industry's counterpart of the movies' "Oscar."

The telecast will originate in Hollywood. The order for the program was placed through Cunningham & Walsh Inc., advertising agency for the Watchmakers of Switzerland.

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NBC-New York, 7/16/59

'JOHNNY STACCATO' CREW FILMING BACKGROUND SCENES IN N.Y.

The "Johnny Staccato" crew will be in New York this weekend to shoot background scenes for NBC-TV Network's new filmed series premiering Thursday, Sept. 10 (8:30 to 9 p.m. NYT).

Accompanying John Cassavetes, who plays the title role, will be producer Everett Chambers, production manager Jim Graham and director Jim Hogan. The foursome will stay in New York through next week, returning to Revue Productions in Hollywood on July 27.

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NBC-New York, 7/16/59



JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

July 17, 1959

REMINGTON-RAND TYPEWRITER DIVISION TO SPONSOR 'BACK TO SCHOOL,'

NBC NEWS SPECIAL IN PRIME EVENING TIME AUG. 25

A cross-country survey of problems currently facing the nation's schools will be presented in prime evening time by the NBC News Department as a "Back to School" special on Tuesday, Aug. 25 (8-9 p.m. EDT), it was announced today by William R. McAndrew, Vice President, NBC News.

The program, which will be produced by Reuven Frank, will be sponsored by the typewriter division of Remington-Rand. The order was placed through Compton Advertising, Inc.

NBC's David Brinkley will be anchor man for the NBC News correspondents who will report from cities around the country on what various communities are doing to combat local difficulties on the education scene.

Such problems as changes in curriculum, teacher shortages, overcrowding and integration will be studied in the full-hour survey. Reports also will be made on experiments and advances in teaching techniques.

Eliot Frankel will be associate producer of the special, and other NBC News correspondents who will take part include Roy Neal from Los Angeles, Tom Pettit from Philadelphia, Sander Vanocur from Little Rock, Mrs. Frayne Utley from Chicago, staff reporter William Hill and others. Pickups from NBC affiliates will be included in reports from other areas.

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July 17, 1959

SENATOR HUBERT H. HUMPHREY, SPEAKING ON NBC 'TODAY' TELECAST,
PREDICTS 'SHAMBLES' OUT OF RADIO-TV PUBLIC SERVICE ASPECTS
THROUGH FEDERAL 'EQUAL TIME' RULE ON POLITICAL CANDIDATES

Senator Hubert H. Humphrey of Minnesota said this morning on the NBC-TV Network's "Today" program that the federal ruling requiring equal time on radio or television for political candidates "would make shambles out of the entire public service aspects of radio and television."

"We have a bill reported out of the Senate Interstate and Foreign Commerce Committee which will remove this very unfortunate and ridiculous situation of so-called equal time on news coverage," Senator Humphrey said. "I, of course, have been one who has publicly declared against that kind of a ruling because I think it would make shambles out of the entire public service aspects of radio and television."

Speaking from Washington, Senator Humphrey answered questions by NBC Correspondent Martin Agronsky in the NBC Studios there and by Frank Blair in the NBC New York Studios. He said that with modern means of communication, in order for someone to obtain a nomination for the Presidency, "he will need radio and television and the news media, and that means he will have to declare his candidacy."

"But if you do, what happens to you?" he added. "Well, read the morning newspapers."

"I didn't declare my candidacy. Some of my friends declared that they wanted me to be a candidate and set the machinery in motion

(more)

to make that possible. And one of the great networks -- the CBS -- through their legal staff -- ruled me off the television and air waves.

"Now I'm not complaining about the action. I think, however, that if that action is followed up in meticulous detail, it will mean literally throwing off the air and television every person that is mentioned for public office. In this instance it surely could put off the air many of my colleagues in the Senate, some of the governors and others who have been listed in polls and public opinion surveys and news commentary as being not only candidates, but front-running candidates, second-running candidates and very effective political leaders."

Asked whether Congress can't do something about the equal time ruling, Humphrey replied: "We're going to. In fact, I couldn't help but feel that maybe I was getting a little high-pressure lobbying here yesterday."

The Columbia Broadcasting System had notified Senator Humphrey Thursday that it was withdrawing its invitation for him to appear on "Face the Nation," citing the equal time ruling as the reason. In a news conference on Tuesday, Senator Eugene J. McCarthy and Governor Orville L. Freeman of Minnesota had announced the formation of a "Humphrey for President Committee."

When asked on the "Today" program whether he wanted to be President of the United States, Senator Humphrey said: "Well, I've surely been giving this important question that you asked me some very serious thought and I feel that this is a question that will one of these days be answered in the affirmative."

He said a formal announcement of candidacy "causes one considerable trouble in the handling of his own -- well, what should we say -- public relations, his own activities."

(more)

Other effects of the announcement of his candidacy -- besides the CBS incident -- included the withdrawal of invitations to address two public meetings, he said.

"The truth is that there are a number of men who are today being given consideration for this nomination and, whether they know it or not, if they're not official or declared candidates -- such as I myself am not -- why, they're surely in the race."

He said announcement of the "Humphrey for President Committee" was a "frank and open statement" of his supporters' activities.

"Now, let's face it," he said. "Practically everybody that ever gives any consideration to this particular office or any other public office has an office out of which his people work," he said. "I thought it would be much better to come clean rather than have some reporter find out by some surreptitious effort that there was a campaign office operating some place. It was my view that we'd be better off to say there is such an office and tell who is running it and let people know where the address is and say very frankly that this office is actively promoting at least the effort to make Hubert Humphrey a candidate for President."

-----O-----

NBC-New York, 7/17/59

THE NATIONAL BROADCASTING COMPANY

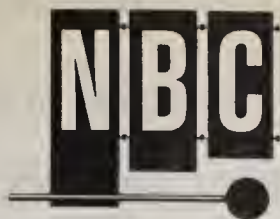
Rockefeller Plaza, New York 20, N. Y.

July 17, 1959

In response to numerous inquiries concerning NBC's attitude toward public release of the Grand Jury presentment on quiz shows, the following statement was issued today by an NBC spokesman:

"From the beginning of the quiz investigation, NBC has cooperated fully with the Grand Jury and the District Attorney's office. At no time has NBC interceded to block public release of the Grand Jury presentment. We, in fact, would welcome its publication if the court finds such action to be legally permissible."

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FEATURE

July 17, 1959

SLUMBER JACK

Paar Deprived Nation of Lots of Sleep But Gave It Top-Flight Entertainment in Logging Two Years of His Late-Night TV Show

When Jack Paar celebrates the second anniversary of his show, Wednesday, July 29, he will have earned the distinction of being the greatest "sleep" thief of all time.

For the past two years Paar has deprived his late-night followers of an astronomical number of slumber hours with his 105-minute show presented on the NBC-TV Network Monday through Friday (11:15 p.m. to 1 a.m. NYT).

Since the show's inception in 1957 it has soared in size and prestige until today when it enjoys the cognomen of "a national pastime." During the early months of the show's career, Paar and his guests played before an estimated audience of 3,000,000 viewers via a 68-station network. Since then it has more than doubled in scope, being telecast over 141 outlets to more than 6,500,000 viewers.

A potpourri of comedy, entertainment and spontaneous conversation, the show is as unpredictable as the weather. Surprises can happen, and usually do, to the delight of the fans.

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"It's Russian roulette with commercials," quips Paar who sits at the imaginary muzzle of the talent-loaded show. As one who constantly finds himself in some rather startling (but mostly hilarious) situations, because of the impulsiveness of his guests, Paar says: "We don't perform, we just sit here and defend ourselves."

Among other achievements, the show has proved that impromptu conversation provides topflight moments of entertainment.

Take for example, the laughter that came forth when Oscar Levant visited the show during a Hollywood origination and poked fun at some of the nation's biggest celebrities (including himself).

Many of America's famous authors, playwrights and poets suddenly found themselves in the national spotlight as "entertainers" because of their late-night talks on the show.

George S. Kaufman scored with his musings. Marc Connelly and Dorothy Parker won wide attention with their nostalgic accounts of the famous Algonquin Roundtable, New York's literati meeting spot.

Alexander King's lucid descriptions on the Paar sessions won him his own TV show. Also by acquainting himself with the viewing public, he boosted his autobiography into top position on the best-seller list.

Paar's discoveries in the legitimate entertainment field have brought many a struggling unknown to stardom through appearances on his TV showcase.

West Coast songstress Ruth Olay, who had been attempting to break into showbusiness for years, suddenly found herself with more bookings than she could handle after her TV debut with Paar. Also, the comedy team of Phil Ford and Mimi Hines found that Paar dates led to boosts in showbusiness ratings and fees.

(more)

The immigration authorities aided Paar in the boost he gave to a young television time salesman turned comedian. When they questioned a certain "Italian golf pro" named Guido Panzini about his right of entry, Paar revealed that he and a very talented impersonator, Pat Harrington Jr., had been fooling the audience for months.

Bertice Reading, Margaret Tynes and 16-year-old Leslie Uggams are only a few of the newcomers who have highlighted the show with their vocal talents. Joyce Jameson (and her Marilyn Monroe impersonations) and Charles Dornan (with his dry Vermont humor) are other additions to the comedy world who were introduced in the small hours of the morning.

The leather chairs that surround Jack's desk on the panel have been graced by people of "Who's Who" caliber. Evangelist Billy Graham returned for two visits this year. Gaylord Hauser appeared one night to defend his ideas on food. Tallulah Bankhead entertained in her famed "Dahling" style, and Helen Traubel had viewers join in her hearty, robust laughter. Nelson Eddy, British actor Laurence Harvey, George Jessel, George Burns, James Thurber, Margaret Leighton and Gloria Swanson also shared in the late-night chats.

The second year of the show was marked by the continual attention -- getting contributions of its so-called "regulars" who have been with Paar since the early days of the series (then titled "Tonight"). Hugh Downs has been on hand every night with his soft-spoken observations, and wide applause has been accorded to Jose Melis and his music, Cliff Arquette (and his Charley Weaver's letters from Mama), and Genevieve (and her piquant pronunciation of English).

(more)

Peggy Cass, who was well-known to theatre and movie-lovers, became a sudden smash-hit on TV with her Boston accent and fast-paced dialogues with Paar. Joey Bishop, dour-faced comic, also scored as a weekly guest. Hans Conried is also a frequent visitor when he is in New York. His conversations about the arts with collectors Vincent Price and former jockey Billy Pearson afforded some well-remembered moments of comedy.

To Paar fans, a recap of the past year on the late-night program could start a spirited round of 'remember whens,' such as the week that Paar and Downs were caught up in the hula hoop rage, but were never able to master the sport as well as singer Betty Johnson. Then there was the first "Dragnet"-type sketch when Genevieve was given the tongue-twisting lines of a Parisian pickle-packer and broke up because of some off-and-on camera antics by Paar.

Killer Kowalski brought forth some laughs when he wrestled with his bare-chested host. Adolph Green, Betty Comden and Julie Styne gave their impromptu rendition of show tunes they created for Broadway. The Duke of Bedford forgot his title and used some spicy words. Then there was the introduction of the Berlitz multi-language joke-telling sessions when Jose got confused and garbled the punch-line. Evelyn "Eloise" Rudie left Paar aghast with her precocious-styled reading of commercials. Siobhan McKenna recited a scene from "St. Joan." One night Jack demonstrated some movie prop furniture and a break-away chair caught him by surprise and dumped him on the floor.

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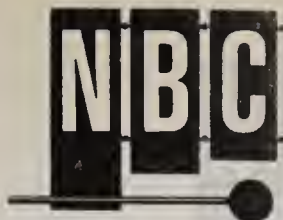
5 - 'Jack Paar Show'

The show has had its serious moments too, and one that stands out foremost was Paar's film report of the Cuban revolution which he made during his vacation in January. He gave his audience the first filmed interview of Castro.

These and dozens of other events vie for the list of the cast's favorite happenings on the show. Each of the 520 shows of Paar's two-year span contained their memorable incidents and the third year which is coming up is bound to continue the tradition.

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NBC-New York, 7/17/59



July 17, 1959

FIVE-WEEK 'CATHOLIC HOUR' REPORT ON AMERICAN CULTURE
WILL PRESENT NOTED GUESTS ON NBC RADIO NETWORK

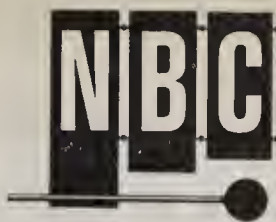
A five-week report on American culture -- moral climate, literature, music, theatre, movies, radio and television -- will be presented by "The Catholic Hour" on the NBC Radio Network in August (Sundays, 2:30 p.m. EDT). Critics, scholars, and writers will take part, each assaying his own special field of interest. Five are laymen, one a cleric.

Leo Brady, dramatist ("The Edge of Doom") and member of the drama department of the Catholic University of America, Washington, D. C., will survey "American Theatre" Aug. 2. Paul Hume, music editor of the Washington (D. C.) Post and Times-Herald, will look at "American Music" Aug. 9. Charles Bracelen Flood, novelist ("Love Is a Bridge"), will appraise "American Literature" Aug. 16.

John P. Shanley, radio-television editor of the New York Times, and Richard Breen, motion picture writer and former president of the Screen Writers Guild, will be the speakers Aug. 23. They will examine, respectively, "American Radio and Television" and "American Movies." The Rev. Gustave Weigel, S. J., lecturer and professor of ecclesiology at Woodstock (Md.) College School of Divinity, will inspect "The Moral Climate of American Culture" Aug. 30.

The talks were tape-recorded earlier this Summer at a symposium at Rosary College, River Forest, Ill. "The Catholic Hour," an NBC Public Affairs presentation, is produced in cooperation with the National Council of Catholic Men.

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FEATURE

July 17, 1959

CAMERAS START ROLLING ON 'FIBBER MCGEE AND MOLLY' SERIES

- - -

Famous Radio Characters to Emerge on NBC-TV Network in Fall

"Fibber McGee and Molly," one of radio's greatest shows, started its transition to television yesterday (July 16) when cameras began turning at M-G-M's Culver City (Calif.) Studios.

Producer-director Bill Asher began guiding the production with deftness and good humor. Bob Sweeney stepped up as the charming, new Fibber; Cathy Lewis turned into the perceptive but tolerant Molly and two hours after shooting began, it seemed to some observers that they had been in the roles all their lives.

Other Wistful Vista "regulars" were on hand too. Hal Peary slipped easily into his familiar role of Mayor La Trivia, Addison Richards became Doc Gamble and Barbara Beaird emerged as Teeney, Fibber's juvenile nemesis who startles him with her questions.

And, there was someone else: Jack Kirkwood (Jack-of-all-showbusiness-trades from Summer stock heavies through vaudeville and burlesque to Bob Hope comedy) became Fred Nitney, Fibber's college classmate who occasionally descends upon him for a free-loading interim of "conversation."

(more)

2 - 'Fibber McGee and Molly'

For many of the cast members, the first day's shooting was a reunion. Sweeney and Kirkwood worked together in San Francisco radio, Hal Peary was returning to a role he helped make famous, and Cathy Lewis and Sweeney were not new to one another in a show. Asher, with imposing comedy credits behind him, was back on a diet on which he always fared well.

When the first footage was locked safely in the vault, the long search for the right TV Fibber and the right TV Molly was over. Viewers will see the new laugh couple when "Fibber McGee and Molly" has its premiere on the NBC-TV Network, Tuesday, Sept. 15 (8:30-9 p.m. NYT).

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NBC-New York, 7/17/59

RUSSIAN TRACK AND FIELD TEAM TO VISIT NBC IN NEW YORK

The Russian track and field team now visiting the United States will tour NBC Studios at Rockefeller Center, New York, on Wednesday, July 22. The team, consisting of 70 men and women, will be greeted by NBC Sports Director Tom S. Gallery. The visitors will be shown the network's television and radio facilities by NBC guides, with Russian interpreters on hand.

NBC-New York, 7/17/59

BC TELEVISION NETWORK



NEWS

July 17, 1959

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of July 26-Aug. 1 (All Times EDT)

Sunday, July 26

7-7:30 p.m. -- "Midwestern Hayride" - Dean Richards is emcee.

Tonight, songs of the Roaring Twenties.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with guests Wally Cox, pianist Joe Bushkin and Joyce Jameson.

Monday through Friday, July 27-31

4-4:30 p.m. -- "Truth or Consequences" - with Bob Barker as emcee.

Monday, July 27

10-10:30 p.m. -- "The Arthur Murray Party" - with tonight's guests: Cornelia Otis Skinner, Rita Gam, Denise Darcel, composer Mitchell Parrish and singers Enzo Stuarti and Anita Ellis. (repeat)

Tuesday, July 28

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat drama is "Dead Reckoning."

8:30-9 p.m. -- "The Jimmie Rodgers Show" - The Hi Lo's are Jimmie's guests tonight.

(more)

2 - NBC-TV Network Colorcast Schedule

Wednesday, July 29

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen as emcee.

9-9:30 p.m. -- "Kraft Music Hall Presents the Dave King Show" -
singer Glen Mason visits Dave tonight.

Thursday, July 30

10:30-11 p.m. -- "Masquerade Party" - with Bert Parks as emcee.

Friday, July 31

8-9 p.m. -- "Ellery Queen," played by Lee Philips, investigates the
"Confession of a Murder" tonight. Guest stars are Wayne Morris,
Glenda Farrell, and Scott Marlowe. (repeat)

Saturday, Aug. 1

10-10:30 a.m. -- "The Howdy Doody Show" with Bob Smith

10:30-11 a.m. -- "The Ruff and Reddy Show" with Jimmy Blaine.

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and the
Modernaires."

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JACK TRACY
ROOM 320

TRADE NEWS

2 COPIES X-H

July 20, 1959

WESTCLOX TO SPONSOR PRODUCTION OF 'MIRACLE ON 34TH STREET'

NOV. 27 AS PRE-YULETIDE FEATURE ON NBC-TV NETWORK

"Miracle on 34th Street," which won three "Oscars" as a movie in 1947, will be produced as a special pre-Yuletide attraction by the NBC-TV Network on Friday, Nov. 27 (8:30-9:30 p.m. NYT), it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The telecast, to be sponsored by the Westclox Division of the General Time Corp., will be produced by David Susskind of Talent Associates, Ltd., who is presently negotiating with several top stars to appear in the show. Harry Muheim has been assigned to adapt the story for television.

The movie version of "Miracle on 34th Street" was produced by 20th Century Fox Studios from an original story by Valentine Davies, who received one of the film's three "Oscars" -- for the year's best original story. "Oscars" also went to actor Edmund Gwenn as best supporting actor, and to George Seaton for the best screen play.

"Miracle on 34th Street" is the story of the dramatic and humorous series of events involving a big New York department store and a lovable old man who plays the role of Santa Claus at the store one Christmas season.

The Westclox order was placed through Batten, Barton, Durstine & Osborn, Inc.

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COLORCAST

NBC TELEVISION NETWORK



NEWS

July 20, 1959

ACADEMY AWARD WINNER DELBERT MANN TO PRODUCE AND DIRECT
TWO-PART DRAMATIZATION OF "WHAT MAKES SAMMY RUN?"
COLORCAST ON NBC-TV NETWORK'S "SUNDAY SHOWCASE"

Academy Award winner Delbert Mann will produce and direct "What Makes Sammy Run?" -- a two-part dramatization of Budd Schulberg's novel on the NBC-TV Network's "Sunday Showcase," Sunday, Sept. 27 and Sunday, Oct. 4 (8-9 p.m. EDT), it was announced today by Robert Alan Aurthur, executive producer of the NBC-produced series.

The NBC production, which will be colorcast, will be the first extended television presentation of the 1941 novel depicting the rise of a Hollywood movie czar. The adaptation was written by Budd Schulberg and his brother, Stuart Schulberg.

Delbert Mann, 39, is one of the top men in his field. He directed the now-classic "Marty" for television in 1955, and later the movie version which brought him an Academy Award. More recently, he directed the films, "Middle of the Night" and "Separate Tables." His next directorial venture will be the movie version of "Two for the Seesaw."

He was born in Lawrence, Kan., and graduated from Vanderbilt University in Nashville, Tenn. After an 18-month stint in the Air Force, he enrolled in Yale University School of Drama to study

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directing. He spent two summers as stage manager of the Wellesley College Summer Theatre.

In 1949 he joined the staff of NBC-TV as assistant director. Later, as director, he was associated with such shows as "Lights Out," "Theatre of the Mind" and "Mary Kaye and Johnny."

As director of "Philco Television Playhouse" for five years, he directed more than 100 full-hour dramatic shows, including "The Bachelor Party" and "Middle of the Night," as well as "Marty."

Other TV shows directed by Mann were "Our Town," "Petrified Forest," "Darkness at Noon" and "The Plot to Kill Stalin," which won the 1959 TV Look Award.

His film credits include "The Bachelor Party" and "Desire Under the Elms." On the stage he has directed "A Quiet Place" and "Speaking of Murder."

Mann is married to the former Ann Caroline Gillespie of Nashville, Tenn. They have four children: David, 12; Fred, 8; Susan, 6, and Steven 18 months. They live in Manhasset, Long Island, N. Y., and Beverly Hills, Calif.

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NBC-New York, 7/20/59

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MORTON GOULD WILL COMPOSE AND CONDUCT ORCHESTRAL SCORE
FOR ARCHIBALD MacLEISH'S "THE SECRET OF FREEDOM,"
DRAMA TO BE TELECAST ON NBC NETWORK

Morton Gould, one of the leading musical interpreters of the contemporary American scene, will compose and conduct an original orchestral score for "The Secret of Freedom," the full-hour play Pulitzer Prize-winning dramatist Archibald MacLeish has written for production by the NBC-TV Network.

Robert D. Graff, the program's producer, said today that Gould will conduct an orchestra made up of 40 members of the Symphony of the Air when the score is recorded in NBC's New York studios next month.

The drama, which deals with democracy's worldwide struggle with Communism, stars Tony Randall, Thomas Mitchell and Kim Hunter. It has been filmed wholly on location in Mount Holly, N. J., selected as the "typical" American town MacLeish's script calls for. It will be telecast probably this Fall.

Morton Gould's compositions are characterized by a definite American flavor. They usually employ native themes and are written largely in the modern idiom with frequent use of jazz rhythms. His major works, which are among the most frequently performed serious modern American music, have been conducted by Arturo Toscanini,

(more)

2 - Morton Gould

Pierre Monteux, Leopold Stokowski, Sir John Barbirolli, Fritz Reiner, Artur Rodzinski and Dmitri Mitropoulos.

The major Gould works include three symphonies, Foster Gallery (based on Stephen Foster melodies), Spirituals for Orchestra (based on American spirituals), Four American Symphonettes, A Lincoln Legend, Jekyll and Hyde Variations, and scores for the ballets "Fall River Legend" and "Interplay." Gould also has written scores for several major motion pictures including, most recently, "Windjammer." He is a conductor of note, and his ability as an arranger and orchestrator has received wide recognition. He is a native New Yorker.

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NBC-New York, 7/20/59

JACK OTTER JOINS NBC-TV SPECIAL PROGRAMS SALES STAFF

Jack Otter, who has been associate producer of the "Today" show for the past three years, has joined the NBC-TV Special Programs sales staff, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mr. Otter, who has been with NBC since June, 1953, will report to Richard Linkroum, Director, Special Program Sales, in his new post.

Before joining the "Today" show, Mr. Otter was commercial producer of the Arlene Francis "Home" show for more than two years, and before that was production assistant on "Armstrong Circle Theater."

Mr. Otter, a graduate of Cornell University, lives in Manhattan.

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NBC-New York, 7/20/59



TRADE NEWS

2 COPIES X-H

July 21, 1959

GILLETTE TO SPONSOR NBC-TV AND RADIO COVERAGE OF SECOND ALL-STAR BASEBALL GAME OF 1959

Baseball's second All-Star Game of 1959, to be played at the Los Angeles Coliseum on Monday, Aug. 3, will be covered by the NBC Television and Radio Networks. Air time on both TV and radio will be 6:45 p.m. EDT (3:45 p.m. PDT), 15 minutes before game time.

NBC's dual coverage will be sponsored by the Gillette Safety Razor Company as a "Gillette Cavalcade of Sports" feature. Gillette also sponsored the coverage of the first All-Star Game at Pittsburgh July 7. The advertising agency for Gillette is Maxon, Inc.

This will be the 27th game in the All-Star series and the first time that two games have been played in one season. The National League won the July 7 contest, 5-4, but the American League still has the edge in the overall series by a 15-11 count.

Except for the pitchers, the same squads named for the first All-Star Game will be at Los Angeles. Each team will have 28 players, three more than in the first game. Managers Casey Stengel of the American League and Fred Haney of the National League will select the additional three players and the pitching staffs. They also will pick the starting lineups, without being required to follow the lineup chosen in the player balloting.

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MARVIN W. BAIMAN IS APPOINTED MANAGER, RESEARCH PROJECTS AT NBC

Marvin W. Baiman, Manager, NBC Research Studies, has been appointed Manager, Research Projects at NBC, it was announced today by Dr. Thomas E. Coffin, Director, NBC Research.

Mr. Baiman, who has been a member of NBC's research staff for more than seven years, was with the Richard Manville Research organization before joining NBC. Until a year ago, he had been Supervisor, NBC Research Projects, and before that was a projects supervisor.

A veteran of two years' service with the Army during World War II, Mr. Baiman holds a Bachelor of Business Administration degree from City College of New York and a Master of Business Administration degree from New York University's Graduate School of Business. Mr. Baiman also teaches two courses at CCNY -- Radio and Television Research and Graphic Statistics.

He lives with his wife and two children in Queens Village, N. Y.

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NBC-New York, 7/21/59

Attention, Sports Editors

80-INCH LENS TO BE USED IN TELECASTS OF MONMOUTH RACES

The Bushnell Spacemaster Telephoto Unit, the full name of the 80-inch lens which created considerable comment when used by the NBC-TV Network for its baseball telecasts recently, will be utilized for the "Racing from Monmouth" series starting Saturday, July 25

Barney Nagler, producer of the Monmouth telecasts, said the special magnifier will be used for closeups of jockeys and horses at the starting gate and for any unusual action during or after the race. It will be placed on one of the cameras atop the grandstand roof at Monmouth Park.

NBC-New York, 7/21/59

JACK PAAR RECALLS HIS LIFE AS A GI

"How I Cheated the Army" is the humorous account of Jack Paar's military life, as told to John Reddy, in the current issue of Look Magazine (dated Aug. 4).

The second installment of the NBC-TV star's three-part magazine feature describes life in the Pacific theater during World War II and how it affected his showbusiness career. Putting the GIs' complaints into words made good running gags, says Paar, but it also could get one into serious trouble with the brass, as he learned when he came close to being court-martialed.

Paar tells of his meeting with Miriam Wagner and their whirlwind courtship and marriage. He describes the months after his military discharge when he tried to find work in Hollywood. He received a movie contract, but it was a long time before he was finally cast in a feature film.

He got his big break in 1947 when he was hired as Jack Benny's Summer replacement on radio. Paar talks of the comic confusion which went along with the show, and how it led to getting his own program.

In the final installment Paar will tell of his TV experiences, likes and pet peeves.

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NBC-New York, 7/21/59



TRADE NEWS

2 COPIES X-H

July 22, 1959

NATIONAL CARBON COMPANY TO SPONSOR FULL-HOUR
'WORLD SERIES SPECIAL' ON NBC-TV NETWORK

"World Series Special," an all-star show on the eve of the 1959 baseball classic, will be presented by the NBC-TV Network Tuesday, Sept. 29 (9:30-10:30 p.m. EDT), it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The full-hour baseball special will be sponsored by the National Carbon Company, Division of Union Carbide Corp., for its Prestone Anti-Freeze and Eveready products. The telecast will mark the third straight year National Carbon has sponsored "World Series Special" and the first year the program has been expanded to a full hour.

"World Series Special" will be an up-to-the-minute, on-the-spot report to the nation of the events that have transpired on and off the major league playing fields leading to and culminating in the most important sports event of the year -- the World Series.

(more)

This program will be highlighted by unusual and exciting live and film reports, including coverage of the closing days of the pennant races. Managers and players of both pennant-winning teams and other baseball personalities will be featured. (The NBC Television and Radio Networks later will cover the entire World Series.)

"World Series Special," produced in association with NBC Sports, will have Charles G. Mortimer Jr. as executive producer, Martin Stone as producer and Leon Newman as associate producer. It will originate in the city of the pennant-winning American League team.

National Carbon's order was placed by its advertising agency, the William Esty Company, Inc.

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NBC-New York, 7/22/59

ALVIN RAKOFF, BRITISH AND CANADIAN DIRECTOR, IS SIGNED
TO DIRECT 'RANSOM OF RED CHIEF,' REXALL TV SPECIAL

Alvin Rakoff, British and Canadian director, has been signed to direct "The Ransom of Red Chief," an adaptation of the O. Henry short story to be presented as the Rexall TV Special Sunday, Aug. 16 on the NBC-TV Network (10 to 11 p.m. EDT). The full-hour comedy co-stars William Bendix and Hans Conried, and features nine-year-old Teddy Rooney, son of Mickey Rooney.

This will be Rakoff's first American TV assignment. He began his career as a staff director for the BBC in London and became an independent director two years ago. He has been responsible for many of the BBC and ITV special dramatic productions, including TV adaptations of Chekov and Shakespeare.

David Susskind, executive producer of Talent Associates, which is producing "The Ransom of Red Chief," became interested in Rakoff's work after seeing his BBC production of "The Caine Mutiny Court Martial" while in London last year. Susskind wanted to sign Rakoff then, but the director's previous commitments prevented his coming to the United States until this year.

Rakoff has also directed several British TV films series and two feature films, "Passport" and "Long Distance."

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NBC-New York, 7/22/59

NOTED PRINTMAKER ANTONIO FRASCONI WILL CREATE SPECIAL ART WORK
FOR TITLES OF MacLEISH'S TV DRAMA, "THE SECRET OF FREEDOM"

The noted printmaker Antonio Frasconi, best known for his striking woodcuts, will create special art work for the titles of "The Secret of Freedom," the full-hour drama Archibald MacLeish has written for presentation by the NBC-TV Network next Fall.

Frasconi is represented in many major American museums, including both the Metropolitan Museum of Art and the Museum of Modern Art in New York. Born in Uruguay in 1919 of Italian parents, he came to the U. S. in 1945. He has since had 39 one-man exhibitions in this country alone and has been honored by many awards, one from the National Institute of Arts and Letters among them.

Recruitment of Frasconi today is a measure of the top-level creative talent NBC-TV producer Robert D. Graff is tapping to ready the MacLeish drama for the home screens.

Morton Gould, one of the leading musical interpreters of the contemporary American scene, was signed earlier this week to compose and conduct an original orchestral score for the program, which deals with democracy's worldwide struggle with Communism. Tony Randall, Thomas Mitchell and Kim Hunter will be the show's stars, with John McGiver, Lonny Chapman and Michael Pollard co-starring. Alan Schneider, whose talent as a director recently won him a \$10,000 grant from the Ford Foundation for his creative contribution to American culture, is the director.

MacLeish is a three-time Pulitzer Prize winner: in 1959 for drama (his current Broadway play, "J. B.") and in 1933 and 1953 for poetry.

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NBC-New York, 7/22/59

July 22, 1959

ROBERT F. KENNEDY WILL 'MEET THE PRESS'

- - -

Counsel of Senate Rackets Committee to Be Interviewed July 26

Robert F. Kennedy, who has played an important role in the Senate rackets committee's investigation of James R. Hoffa and the Teamsters Union, will be the guest on "Meet the Press" Sunday, July 26 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

Kennedy, chief counsel of the Senate Select Committee on Improper Activities in the Labor or Management Field, will be interviewed in a live telecast from Washington. "Meet the Press" is a Public Affairs presentation of NBC News. Lawrence E. Spivak is producer and permanent panel member and Ned Brooks is moderator.

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'AFTERNOON IN TOWN' NOW BEING FILMED AS FOURTH EPISODE
OF 'WICHITA TOWN,' NEW NBC-TV NETWORK SERIES

"Wichita Town," the new NBC-TV Network Western series that will bring movie star Joel McCrea to television, has gone into production at Hollywood's Republic Studios.

The weekly half-hour series, which also features McCrea's strapping 25-year-old son, Jody, will be televised Wednesdays from 10:30 to 11 p.m. (NYT). Premiere date will be announced for the series, which is being sponsored by the Procter and Gamble Company.

Currently before the cameras is the episode, "Afternoon in Town." Heading the cast of players supporting the two McCreas are Dick Sargent, Suzanne Lloyd, James Coburn and King Calder. Harold Schuster directs from a teleplay by Barney Slater for Mirisch-McCrea Productions, producers of the series in association with the NBC Television Network.

"Afternoon in Town" marks the fourth episode to be filmed for the series, having been preceded by "The Night the Cowboys Roared," "Wyndham Way" and "Bullet for a Friend."

Set in the decade following the Civil War, "Wichita Town" chronicles the burgeoning of a Western city that was the destination of the great cattle drives in the days before Chicago became the beef capital of the nation. Joel McCrea plays the town's chief citizen, Marshal Mike Dunbar, Jody McCrea portrays the marshal's friend, ranch foreman Ben Matheson, who drives cattle from a vast Texas ranch to Wichita for shipping.

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STATION IN THE NEW YORK CITY AS THE NEW YORK

ON THE NEW YORK CITY AS THE NEW YORK

"The New York City AS THE NEW YORK

will bring you the best of the New York

production of the New York City AS THE NEW YORK

The New York City AS THE NEW YORK

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10:30 to 11:00 (NYC) - The New York City AS THE NEW YORK

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NBC TELEVISION NETWORK

NEWS

July 23, 1959

ALEX MARCH, MAN OF MANY TALENTS, JOINS STAFF OF NBC-TV'S
"SUNDAY SHOWCASE" SERIES AS A PRODUCER-DIRECTOR

The NBC-TV Network's "Sunday Showcase" added another top-flight talent to its production staff today -- Alex March, who has joined the NBC-produced series in a producer-director capacity.

March will act as producer-director of three of the high-quality "Sunday Showcase" dramas. He will produce several, and act as associate producer on others.

According to Robert Alan Aurthur, executive producer of "Sunday Showcase," March is typical of the talent participating in the series. March, he said, "can do, and has done, almost everything -- producing, directing, casting, script editing and even acting. We are indeed fortunate in acquiring Mr. March's services."

The 38-year-old March is probably best known for his work with the TV production firm of Talent Associates. He produced the last 20 "Kraft Theatre" shows for Talent Associates before the weekly NBC series went off the air in the Fall of 1958. Before that, he worked with Warner Brothers in Hollywood for one year.

March was the original script editor and casting director of the "Philco Playhouse" during its first three years on the NBC-TV Network. He was head of the program department at the William Morris Agency, an agent for MCA and a staff producer for CBS.

(more)

This man-of-many-talents appeared on Broadway in "Look, Ma, I'm Dancing," and toured with the road company of "Ladies In Retirement."

March is married to Carolyn March, a professional model. They have a two-year-old daughter, Olivia, and live in New York City.

March has some definite ideas on the "Sunday Showcase" series. "We will not concern ourselves with the 'little drama'," he said. "That was fine in its time...it was new, and no one had done it before. TV audiences today want something new.

"On 'Sunday Showcase' we'll aim for things that make the TV screen bounce. We'll deal mainly with dramas that show man in relation to the pressures of the world around him...not necessarily to his immediate family. If we do a tragedy, it will be a tragedy in the classic sense of the word. The hero will be a man of strong character and high ideals."

"Sunday Showcase" will start on the NBC-TV Network Sunday, Sept. 20 (8-9 p.m. EDT colorcast) with a drama by S. Lee Pogostin entitled, "People Kill People Sometimes." John Frankenheimer will direct and produce.

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NBC-New York, 7/23/59

BC TELEVISION NETWORK



NEWS

July 23, 1959

'CHET HUNTLEY REPORTING' TO EXAMINE IMPACT
OF STEEL STRIKE ON A CITY--GARY, IND.

The impact of the nationwide steel strike on a single American city -- Gary, Ind. -- will be investigated by NBC News on "Chet Huntley Reporting" Sunday, Aug. 2 (NBC-TV Network, 6:30-7 p.m. EDT).

The program will include filmed interviews with striking steel workers and their families, storekeepers and others feeling the effects of the strike, which is now in its second week.

NBC News commentator Chet Huntley will compare the impact of the shutdown with earlier strikes in American labor history. NBC News correspondent Sander Vanocur will be on-the-scene reporter. Reuven Frank is producer, Eliot Frankel news editor and associate producer and James Kitchell director.

COMMENTATORS ARE ANNOUNCED FOR SECOND ALL-STAR BASEBALL GAME
OF 1959, TO BE COVERED BY NBC-TV AND RADIO NETWORKS

Commentators for NBC's television and radio coverage of the second All-Star Baseball Game of 1959 on Monday, Aug. 3 at the Los Angeles Coliseum were announced today by Baseball Commissioner Ford C. Frick.

Mel Allen and Vince Scully will split the television play-by-play assignment, and Russ Hodges and Bob Neal will report on radio. Air time on both TV and radio will be 6:45 p.m. EDT (3:45 p.m. PDT), 15 minutes before game time.

All four are TV and radio sportscasters for major league teams -- Allen for the New York Yankees, Scully for the host club, the Los Angeles Dodgers; Hodges for the San Francisco Giants and Neal for the Cleveland Indians.

The baseball telecast will be produced by Perry Smith, with Harry Coyle directing. Paul Jonas will produce the radio broadcast.

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NBC-New York, 7/23/59

CASTING FOR "RANSOM OF RED CHIEF," REXALL TV SPECIAL, IS COMPLETED
WITH SIGNING OF RUSSELL COLLINS AS KIDNAP VICTIM'S UNCLE

Casting for the Rexall TV Special, "The Ransom of Red Chief," has been completed with the signing of Russell Collins to portray the kidnap victim's uncle. The full-hour comedy will be telecast Sunday, Aug. 16 on the NBC-TV Network (10 to 11 p.m. EDT).

This adaptation of O. Henry's famous short story stars William Bendix and Hans Conried and features young Teddy Rooney, son of Mickey Rooney.

Collins, a performer for 35 years, is noted for his character portrayals on stage, screen and television. He scored particularly with his Broadway roles in "Sabrina Fair," in which he played the father; in Truman Capote's "The Grass Harp," as the judge, and in "Carousel," as the starkeeper. He has appeared on top television dramatic shows including "Studio One," "Kraft TV Theater," "Shirley Temple's Storybook," "Omnibus" and "Playhouse 90." His most current movie success was in "Raintree County."

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NBC-New York, 7/23/59



TRADE NEWS

2 COPIES X-H

July 24, 1959

UNITED STATES BREWERS FOUNDATION TO SPONSOR 90-MINUTE 'TOAST TO JEROME KERN' ON NBC-TV NETWORK

A special 90-minute tribute to Jerome Kern will be telecast on the NBC-TV Network Tuesday, Sept. 22 (9-10:30 p.m. EDT) under sponsorship of the United States Brewers Foundation, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network.

The program, to be titled "A Toast to Jerome Kern," will be a musical extravaganza highlighting many of Kern's greatest musical scores. Negotiations are under way with a leading conductor and a cast of outstanding musical performers to star in the telecast.

Kern died Nov. 11, 1945, at the age of 60. He wrote scores for more than 60 musical shows and motion pictures and many of his shows have long since become classics in the American musical theatre.

Robert Wells will be producer-writer of "A Toast to Jerome Kern," which is being produced for NBC by the Music Corporation of America.

Representing the second major purchase by the United States Brewers Foundation this year, the order was placed through the J. Walter Thompson Company. The Brewers Foundation sponsored the "Summer on Ice" special on the NBC-TV Network last June.

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TRADE NEWS

July 24, 1959

CAMPAIGNS BY I.J.GRASS NOODLE CO. AND QUAKER OATS CO.

HIGHLIGHT \$1,333,990 SALES ON NBC RADIO NETWORK

Twenty-week campaigns by I. J. Grass Noodle Co. Inc. and the Quaker Oats Co. Inc. highlight sales on the NBC Radio Network totaling \$1,333,990 in net revenue during the 20-day period ending July 21, William K. McDaniel, Vice President in charge of NBC Radio Network Sales, announced today.

The Quaker Oats order, placed through Wherry, Baker & Tilden Inc., calls for seven one-minute and eight 30-second participations weekly for 20 weeks. The I. J. Grass order, which was placed through Arthur Meyerhoff & Co. Inc., calls for 15 one-minute participations weekly.

Other advertisers and their agencies include:

The Savings & Loan Foundation, through McCann-Erickson Inc. -- half sponsorship of coverage of the East-West Football Game.

Good Housekeeping Magazine, through Grey Advertising Agency Inc. -- a schedule of 30-second participations.

Radio Corporation of America ordered a six-week schedule and a nine-week schedule of "Monitor" participations through Kenyon & Eckhardt Inc.

(more)

2 - Radio Sales

R. J. Reynolds Tobacco Co., through William Esty Co. Inc., purchased a 52-week renewal schedule of "Grand Ole Opry."

California Packing Company ordered a two-week campaign on "News on the Hour" through McCann-Erickson Inc.

Gillette Safety Razor Co. will sponsor coverage of the year's second All-Star Baseball Game on Aug. 3. The order was placed through Maxon, Inc.

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NBC-New York, 7/24/59

NBC TELEVISION NETWORK



NEWS

July 24, 1959

NBC NEWS FILM OF VICE PRESIDENT NIXON'S ARRIVAL IN MOSCOW
IS TELECAST SAME DAY ON NBC-TV NETWORK, MARKING
NEW STEP IN TRANS-ATLANTIC TELEVISION

A new step in trans-Atlantic television was taken yesterday (Thursday, July 23) when NBC News shot film of Vice President Richard M. Nixon's arrival in Moscow and transmitted it by under-sea cable from London to New York for showing on the NBC-TV Network the same day.

The news film of the Vice President, shown on WRCA-TV's "11th Hour News" and fed to the NBC-TV Network, marked the first time that film was telecast in the United States on the same day that it was taken in the Soviet Union.

Mr. Nixon was filmed at Vnukovo Airport by cameraman Bradford Kress, a member of the NBC News team accompanying the Vice President on his visit to Russia. The film was placed aboard a plane to Prague and from there it was flown to London.

In London, the British Broadcasting Company processed and edited the film and sent a segment of it to Canada via the new BBC-developed system that permits film pictures to be transmitted on the trans-Atlantic telephone cable.

(more)

2 - Film of Nixon's Arrival

The film was received in Montreal by the Canadian Broadcasting Corporation and was fed to NBC, New York, where it was recorded on television tape for telecast later.

The film segment, about 30 seconds in length, showed the American and Soviet flags waving at the airport, the Vice President and Mrs. Nixon disembarking from a Boeing 707 airliner, and Soviet officials awaiting them.

It was the second time that film sent on the trans-Atlantic cable was telecast on the NBC-TV Network. The first showing was in a special NBC News program on June 18, in which Queen Elizabeth was seen leaving London Airport on her visit to Canada.

The trans-Atlantic wire film system transmits film over the telephone cable a frame at a time and reassembles them on the other side of the ocean. A half-minute of film can be transmitted in less than 50 minutes, and can be telecast as soon as the film is processed about 20 minutes later.

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NBC-New York, 7/24/59



TRADE NEWS

2 COPIES X-H

July 27, 1959

EQUITABLE LIFE ASSURANCE SOCIETY TO ENTER TV AS SPONSOR
OF 'OUR AMERICAN HERITAGE,' SERIES OF SIX
DRAMAS ON NBC-TV NETWORK

The Equitable Life Assurance Society of the United States will enter television for the first time this Fall with its sponsorship of a series of six dramatic programs on the NBC-TV Network.

The series will start Sunday, Oct. 18 (8-9 p.m. EDT) with a drama entitled "Divided We Stand." The series will be produced by Milberg Enterprises Inc. Mildred Freed Alberg is executive producer.

"Divided We Stand" is a drama of a little-known, but provocative, historical episode involving Thomas Jefferson and Alexander Hamilton.

Announcement of the new dramatic series was made today (July 27) by James F. Oates, President of Equitable, to 14,000 company agents at a mass meeting in New York's Madison Square Garden. The meeting marks Equitable's Centennial Anniversary.

Titled "Our American Heritage," the series will be presented on Sunday evenings, 8-9 p.m. NYT (five remaining dates to be announced).

Six vital periods in U. S. history will be dramatized through treatment of significant events in the lives of six great

(more)

Americans. Chosen from a variety of fields, these figures share the fact that their influence was felt in their times and also made a permanent contribution to America's heritage.

Mrs. Alberg, former producer of the award-winning "Hallmark Hall of Fame," will produce the new series with the editors of American Heritage, the distinguished magazine of history.

In describing the series, Mrs. Alberg said, "We intend to bring fresh facts and new perspective to each era and personality in terms of first class theatre, featuring outstanding stars. But we hope our entertainment will be more than good theatre, for through our dramas we mean to stir the mind and reawaken the sense of pride in our country's heritage."

The American Heritage Publishing Co. will contribute the services of its historians and researchers. Through their participation, each program dealing with a specific period and personality will be prepared in collaboration with the ranking expert in the field, such as historian Allan Nevins in the case of John Charles Fremont, and Bruce Catton for the program treating events in the career and times of General U. S. Grant.

Mrs. Alberg said that "in choosing the key men and eras for the series, we have become fascinated by the overlapping of one period with the next. To dramatize this continuity, we hope in some instances for the central figure of one program to reappear in a following program devoted

(more)

3 - 'Our American Heritage'

to another period and personality. These inter-connections should make each of the eras richer in meaning."

In announcing the series, which will consist entirely of original scripts, Mr. Oates said, "We are pleased that the Equitable organization will be able to present these programs at a Sunday evening time which will allow for viewing by the entire family.

"We feel there is a demand on the part of the public for original dramas of the highest quality. We hope that in its fresh approach 'Our American Heritage' will be one answer to this demand."

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NBC-New York, 7/27/59

COLORCAST



July 27, 1959

GERALDINE PAGE AND JASON ROBARDS JR. TO STAR IN POGOSTIN'S
COLORCAST DRAMA, "PEOPLE KILL PEOPLE SOMETIMES,"
ON NBC-TV NETWORK'S "SUNDAY SHOWCASE"

Geraldine Page and Jason Robards Jr. have been signed to star in "People Kill People Sometimes," the original drama by S. Lee Pogostin that will open NBC-TV Network's "Sunday Showcase" series Sunday, Sept. 20.

The NBC-produced drama, first of a series of top-quality drama specials, will be colorcast 8-9 p.m. EDT. Robert Alan Aurthur is executive producer. John Frankenheimer is producer-director.

"People Kill People Sometimes" is the drama of personal tragedy told in terms of a husband and wife trying to cling to values in a world where none of the values seem to add up. The play concerns the wife's reaction to her husband's announcement that their marriage is washed up. Miss Page will play the wife and Robards the husband. The signing of the two stars is in keeping with "Sunday Showcase"'s aim to use top talent in casting and production of the weekly series.

(more)

Miss Page is currently appearing on Broadway in "Sweet Bird of Youth." She has also starred in "Summer and Smoke" and "The Rainmaker."

Robards recently appeared on Broadway in "The Disenchanted." Last season he starred in "Long Day's Journey Into Night," and the season before in "The Iceman Cometh" at the Circle in the Square. He starred in the two-part TV production of "For Whom the Bell Tolls" last Spring.

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NBC-New York, 7/27/59

NBC TELEVISION NETWORK



NEWS

July 27, 1959

NIXON-KHRUSHCHEV VERBAL DUEL--WITH PREMIER'S REMARKS PRESENTED
IN WORD-FOR-WORD TRANSLATION--IS TELECAST
TWICE ON NBC-TV NETWORK

NBC News responded fully to Soviet Premier Nikita S. Khrushchev's implied challenge to translate and telecast his remarks to Vice President Richard M. Nixon during a tour of the American National Exhibition in Moscow.

The videotape of the exchange -- uncut, unedited and with a literal translation of Khrushchev's words -- was presented on the NBC-TV Network at 11 p.m. EDT Saturday, July 25, and again -- in a colorcast -- at 7 p.m. EDT, Sunday, July 26.

The tape had been made at the exhibit of the Radio Corporation of America at the Moscow exhibition. The Vice President and the Soviet Premier paused before an RCA color television camera and engaged in a frank exchange of opinion.

"Your English words are recorded, and will be shown and will be heard and that which I am saying is only translated into your ear, and therefore the American people cannot hear," Khrushchev said at one point in the verbal duel. "These are unequal conditions."

(more)

2 - Nixon-Khrushchev

"I would like that you, the Vice President, give your word that my speech will also be recorded in the English language," Khrushchev added. Nixon agreed, on condition that the tape also be shown on Russian television.

John L. Burns, President of RCA, who was attending the preview of the American exhibition, alerted NBC to the color-taping of the Khrushchev-Nixon exchange, which he described as an "animated informal debate."

The tape was flown back to the United States by Philip Gundy, Vice President of Ampex Corp., manufacturer of videotape. Copies were made for the other networks, and one was put on a plane to be flown to Moscow for use on Soviet television.

NBC News had Khrushchev's remarks rendered in a literal, word-for-word translation, which was read over the Soviet Premier's voice by NBC News correspondent Frank McGee. The tape was presented in its entirety, including spots where it went to black due to an unstable power supply at the exhibition.

In the Saturday telecast, the tape was preceded by a commentary by NBC News correspondent Frank McGee. In the Sunday colorcast, McGee was joined by NBC News correspondents David Brinkley and Frank Bourgholtzer.

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NBC-New York, 7/27/59

CASTRO'S GREETINGS TO U. S. TELECAST BY NBC NEWS

A special message of greetings from Fidel Castro to the American public during the celebration of the Cuban revolution in Havana was presented in an exclusive telecast by NBC News on the NBC-TV Network Sunday, July 26 at 11 p.m. EDT.

Dr. Castro's remarks were transmitted live from Havana and were recorded on videotape by NBC in New York. Speaking in English, he said in part: "I want to send my greetings to the people of the United States and our wish for the best understanding and best relations between the people of the United States and Cuba."

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ANN BLYTH TO PERFORM AGAIN ON 'WAGON TRAIN'

Ann Blyth will make her second appearance on the NBC-TV Network's "Wagon Train" series this Fall as guest star in "The Martha Barham Story." She will portray the daughter of a military outpost commander in the episode, joining the series' permanent stars Ward Bond and Robert Horton. The telecast date for "The Martha Barham Story" will be announced later.

Miss Blyth made her telefilm debut on "Wagon Train," last month when she starred in a dual role in "The Jenny Tannen Story." This film will be telecast again Wednesday, Sept 23 (7:30-8:30 p.m. EDT), concluding the series' Summer repeat schedule).

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NBC-New York, 7/27/59

NBC TELEVISION NETWORK



NEWS

July 27, 1959

SPECIAL TELECAST ON 'VERTICAL FRONTIER' TO SHOW HOW AIR FORCE
COPEs WITH PROBLEMS TO BE FACED BY MAN IN SPACE

The dramatic story of the planning, research and consideration for human safety that go into today's preparation by the U. S. Air Force for tomorrow's space flight will be explored in "Vertical Frontier," a special program on the NBC-TV Network Sunday, Aug. 2 (1:30-2 p.m. EDT).

The filmed program, produced by Winthrop Laboratories for the Air Force, points up the problems to be faced by man in space and shows what is being done to overcome them. Visits will be made to Wright Air Development Center near Dayton, Ohio, where much of the basic research and engineering takes place in the Air Force mission to extend American air supremacy into space; the School of Aviation Medicine, Randolph Air Force Base, Tex.; Holloman Air Force Base, N. M.; Elgin Air Force Base, Fla., and other installations.

Participants will include Dr. Theode Klumpp, president of Winthrop Laboratories; Maj. Gen. Dan C. Ogle, former surgeon general of the U. S. Air Force, and Col. John Paul Stapp of the Areomedical Laboratory, Wright Air Development Center.

"Vertical Frontier" is a Public Affairs presentation of NBC News.

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BC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of Aug. 2 - 8 (All Times EDT)

Sunday, Aug. 2

7-7:30 p.m. -- "Midwestern Hayride" with emcee Dean Richards.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with tonight's guests Dorothy Kirsten, comedian Gene Sheldon and The Collins Kids.

Monday through Friday, Aug. 3-7

4-4:30 p.m. -- "Truth or Consequences" with Bob Barker as emcee.

Monday, Aug. 3

10-10:30 p.m. -- "The Arthur Murray Party" -- with tonight's guests Bert Parks, Diahann Carroll, Joey Bishop, Johnny Carson and Beatrice Kraft. (Repeat)

Tuesday, Aug. 4

7:30-8 p.m. -- "Northwest Passage" -- tonight's repeat drama is "The Fourth Brother."

8:30-9 p.m. -- "The Jimmie Rodgers Show." Jimmie welcomes The Lennon Sisters as his guests tonight.

Wednesday, Aug. 5

8:30-9 p.m. -- "The Price Is Right," with Merv Griffin as emcee for vacationing Bill Cullen.

(more)

2 - NBC-TV NETWORK COLORCAST SCHEDULE

Wednesday, Aug. 5 (continued)

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show" --
singer Carol Lawrence is Dave's guest tonight.

Thursday, Aug. 6

10:30-11 p.m. -- "Masquerade Party" -- with host Bert Parks.

Friday, Aug. 7

8-9 p.m. -- "Ellery Queen," with Lee Philips in the title role.

Tonight's repeat drama is "Castaway on a Nearby Island,"
starring Leueen McGrath, Lloyd Bochner, Evelyn Ward and Thomas
Chalmers.

Saturday, Aug. 8

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The
Modernaires."

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NBC-New York, 7/27/59

2 COPIES X-H

NBC TELEVISION NETWORK



NEWS

July 28, 1959

FORD TO OFFER SERIES OF 39 BIGGEST ONE-HOUR TV COLORCAST
SPECIALS EVER PRESENTED BY ONE SPONSOR

Ingrid Bergman Will Star in 'The Turn of the Screw'; 'Wonderful
World of Entertainment' To Open NBC-TV Network Series;
Frank Sinatra to Be Guest in Dean Martin Special

Titles of four presentations for the Ford series of specials, to be colorcast every Tuesday night (9:30-10:30 p.m. NYT) over the NBC Television Network during the 1959-60 season, were confirmed today by Hubbell Robinson, executive producer.

Sponsored by the Ford Motor Company, the series of the biggest special hours ever presented on TV for one sponsor will be produced by Hubbell Robinson Productions as the initial project of the newly-formed independent production organization.

The first program in the series, to be colorcast on Tuesday, Oct. 6, will be "The Wonderful World of Entertainment." Other productions which have been finalized by Mr. Robinson include:

Ingrid Bergman, starring and making her television dramatic debut in an adaptation of Henry James' classic novel, "The Turn of the Screw."

Art Linkletter starring in a TV version of his best-selling book, "Kids Say the Darndest Things."

(more)

2 - Ford Specials

Dean Martin appearing in a special, to be presented early in the Fall, with Frank Sinatra and Edd (Kookie) Byrnes as guest stars.

Dates for the Bergman, Linkletter and Dean Martin shows will be announced.

Mr. Robinson, whose company will produce 39 Tuesday night specials for the Ford Motor Company, said before his departure for Europe yesterday that he plans to have at least 10 additional productions ready within the next six weeks.

He described "The Wonderful World of Entertainment" as "an excursion in depth into every phase of American entertainment, and how our music, drama, records, motion pictures and television reflect the times in which we live."

An all-star cast is being assembled to appear in "The Wonderful World of Entertainment," which will be produced by NBC executive producer Jess Oppenheimer for Mr. Robinson's company. Dore Schary has been signed as creative consultant for the production.

The television adaptation of "The Turn of the Screw" is being written for Miss Bergman by James Costigan and will be directed by John Frankenheimer. The program, to be staged and recorded on video tape, is scheduled for production beginning Sept. 15 at NBC's Brooklyn Color Studios. Mr. Robinson and Mr. Frankenheimer will meet with Miss Bergman this week in Gutenberg, Sweden, for script conferences.

(more)

3 - Ford Specials

The presentation of "Kids Say the Darndest Things" will be comprised, according to Mr. Robinson, of sequences with the children of film stars and other celebrities; exceptional children from all walks of life, and special filmed sequences which Linkletter has shot of children all over the world. The show will be colorcast early this Fall.

Mr. Robinson was accompanied to Europe by Thomas H. Ryan, vice president of Hubbell Robinson Productions, Inc. They plan to return to New York on Aug. 4.

J. Walter Thompson Company is the advertising agency for the Ford Motor Company.

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NBC-New York, 7/28/59



TRADE NEWS

July 28, 1959

MILES LABORATORIES ORDERS 9 ALTERNATE-WEEK QUARTER-HOUR SEGMENTS OF 8 NBC-TV NETWORK SHOWS IN MAJOR DAYTIME PURCHASE

In one of the largest daytime purchases by a single company, Miles Laboratories Inc. has ordered nine alternate-week quarter-hour segments on eight NBC-TV Network programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Five of the purchases were new orders, and all are effective next month to run through July, 1960. The orders were placed through Wade Advertising Inc. of Chicago, advertising agency for Miles Laboratories.

The new orders were for alternate Saturday quarter-hours in "Circus Boy" (11:30 NYT) plus alternate Wednesday quarter-hours on "Tic Tac Dough" (12 noon NYT) and "Treasure Hunt" (10:30 a.m. NYT); alternate Tuesday quarter-hours of "It Could Be You" (12:30 p.m. NYT) and alternate Thursday quarter-hours of "County Fair" (4:30 p.m. NYT).

The renewals were for alternate Thursday quarter-hours of "Queen for a Day" (2 p.m. NYT), "It Could Be You" (12:30 p.m. NYT), and "The Price Is Right" (11 a.m. NYT), and for alternate Wednesday quarter-hours of "Concentration" (11:30 a.m. NYT).

All the programs except "Circus Boy" are telecast Monday through Friday. "Circus Boy" is telecast weekly on Saturday mornings. The orders for Miles Laboratories were for its One-A-Day vitamins, Alka-Seltzer and Bactine.

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NBC TELEVISION NETWORK



NEWS

July 28, 1959

'TALES OF THE PLAINSMAN,' NEW WESTERN SERIES DRAMATIZING EXPLOITS
OF APACHE INDIAN AS A DEPUTY U. S. MARSHAL, WILL START
IN THE FALL ON NBC TELEVISION NETWORK

"Tales of the Plainsman," a new Western-adventure film series depicting the exploits of an Apache Indian who serves as a deputy U. S. marshal in the New Mexico Territory of 1885, will be presented on the NBC-TV Network Thursdays (7:30-8 p.m. NYT) starting in the Fall, it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Michael Ansara, whose TV credits include the role of Cochise in the "Broken Arrow" series, will star as Deputy U. S. Marshal Sam Buckhart -- a contraction of his Indian name, Buck Hart. Through the generosity of a wounded Army captain whose life he saved, the Apache was educated at the famous Quaker Indian schools and Harvard College.

Buckhart's "Beat" covers territory that was the scene of recent Indian uprisings and one of the last areas of the Southwest to become civilized. As an Indian with a white man's

(more)

2 - 'Tales of the Plainsman'

culture, 29-year-old Buckhart's character is tested constantly as he struggles to heal the breach between his people and the newcomers who have taken over the land.

"Tales of the Plainsman" is produced by Four Star Films, Inc., which also produces "The Rifleman" series. The new NBC-TV series is being produced by Four Star's "Rifleman" unit: Jules Levy and Arthur Gardner, executive producers, and Arnold Laven, director.

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NBC-New York, 7/28/59

ARLENE FRANCIS TO SUBSTITUTE FOR VACATIONING DAVE GARROWAY
ON NBC-TV'S "TODAY" PROGRAM FOR TWO WEEKS

Arlene Francis will substitute for Dave Garroway on NBC-TV Network's "Today" program for two weeks beginning Monday, Aug. 3, while Garroway completes his vacation.

Miss Francis recently was spotlighted in "Once More with Feeling" on Broadway. She formerly starred in "The Arlene Francis Show," and, before that, was editor-in-chief of the "Home" show, both on NBC-TV. She is also a panelist on "What's My Line?" Her career also includes many stage roles, guest appearances in radio programs and motion picture assignments.

("Today" is telecast Mondays through Fridays, 7-9 a.m. EDT.)

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WILLIAM BENDIX TO CHOOSE A STAND-IN FOR TEDDY ROONEY
IN 'THE RANSOM OF RED CHIEF' ON NBC-TV NETWORK

William Bendix will visit the NBC-TV Network's "Today" program Thursday, Aug. 6 (7-9 a.m. EDT) to pick one of seven freckle-face boys to be a stand-in for young Teddy Rooney in "The Ransom of Red Chief," the Rexall special on the NBC-TV Network Sunday, Aug. 16 (10-11 p.m. EDT).

Teddy Rooney, son of Mickey Rooney, portrays a boy who is kidnaped in the comedy. Bendix and Hans Conried star in the roles of his abductors. The boys whom Bendix will screen on "Today" for the stand-in assignment were chosen by the Boys Club of New York.

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TRADE NEWS

2 COPIES X-H

July 29, 1959

CHEMSTRAND CORP. AND R.J. REYNOLDS TOBACCO CO. ARE ALTERNATE-WEEK SPONSORS OF NEW NBC-TV SERIES, 'THE MAN AND THE CHALLENGE'

"The Man and the Challenge" -- a new, half-hour action-and-adventure series starring George Nader as a scientist assigned by the government to test, study and extend the limits of human endurance by working in actual areas and situations of danger -- will be presented every Saturday night (8:30-9 p.m. NYT) on the NBC-TV Network beginning Sept. 12, it was announced today by David Levy, Vice President, NBC Television Network Programs and Talent.

The program will be sponsored on alternate weeks by the Chemstrand Corporation, through Doyle, Dane & Bernbach, Inc., and the R. J. Reynolds Tobacco Co., through William Esty Company.

Ivan Tors, distinguished playwright and producer of motion pictures, including "Storm Over Tibet" and "Gog," and TV series including "Sea Hunt" and "Science Fiction Theatre," will produce "The Man and the Challenge." The directors and writers will be various.

(more)

2 - 'The Man and the Challenge'

In addition to Nader -- starring as Glenn Barton, an athlete, medical expert and ex-Marine whose job takes him around the world to find human guinea pigs willing to be placed under conditions of duress -- the series will have one or more guest stars each week. Debra Paget, Otto Kruger, Bethel Leslie and French actress Daniele Aubrey are among the guest stars signed to appear in the series.

"The theme of 'The Man and the Challenge'," Mr. Tors said, "is pegged on the human end of science, the man over the machine, and man's ability to survive the worst that nature and science can throw at him. It is survival tomorrow.

"It is not a documentary and not a science fiction series, but modern action and adventure told and photographed in very realistic style using interesting scientific facts. It is the first TV series to portray a scientist as a man who does exciting things and is not a stuffed shirt."

Episodes of "The Man and the Challenge" will deal with "skydiving," a new sport foreign to America in which parachutists free-fall from extreme heights, opening their chutes only at the last possible moment; men dropped into active volcano craters to test heat-resistant space suits; survival of free swimmers in ocean storms with 30-foot waves; man's ability to survive after burial in snow avalanches; the effects of brain-washing and complete isolation for extended periods, and many other harrowing situations, including hand-to-hand combat with animals, all of which would be fatal to most men or women.

(more)

3 - 'The Man and the Challenge'

Dr. Bruce V. Leamer is chief technical consultant to "The Man and the Challenge." Dr. Leamer, special medical consultant to the Department of Defense, is on the staff of the University of California at Los Angeles. "The Man and the Challenge" is being filmed with the cooperation of various government agencies, including the Defense Department, the Air Force and the Civil Defense Administration.

"The Man and the Challenge" is a production of Ziv Television Programs, Inc.

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NBC-New York, 7/29/59

NBC TELEVISION NETWORK



NEWS

July 29, 1959

'SUNDAY SHOWCASE' TO DRAMATIZE STORY OF MARGARET BOURKE-WHITE,
FAMED 'LIFE' PHOTOGRAPHER, IN COLORCAST ON NBC-TV NETWORK

"Sunday Showcase," the new, top-quality series of NBC-produced drama specials, will dramatize the story of Life photographer Margaret Bourke-White during the 1959-60 season, it was announced today by Robert Alan Aurthur, executive producer. The date for the colorcast on the NBC-TV Network will be announced.

Miss Bourke-White's active career was seemingly cut short in 1952 when she incurred Parkinson's disease, an illness which left her limbs stiff and her vision blurred. Last summer, she underwent a delicate operation that helped her on the road to recovery. Before then, medical science had found no cure for Parkinson's disease.

Aurthur said the "Sunday Showcase" drama will be based on an article on Miss Bourke-White that appeared in Life Magazine in June of 1959. A writer for the drama will be selected.

Miss Bourke-White, a member of Life's original photography staff, helped pioneer industrial photography. She "shot" Life's first cover, and has since ranged the world on a wide variety of assignments.

(more)

2 - 'Sunday Showcase'

Always proud of her health and durability, Miss Bourke-White has had more brushes with death than she can count. During World War II she was aboard a transport that was torpedoed. She escaped in a lifeboat.

She flew over Cassino in Italy, with German fighters following her Piper Cub. She has lived through countless shellings and bombings.

"Sunday Showcase" will start on the NBC-TV Network Sunday, Sept. 20 with an original play by S. Lee Pogostin entitled "People Kill People Sometimes," to be colorcast 8-9 p.m. EDT.

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NBC-New York, 7/29/59



TRADE NEWS

July 29, 1959

'WORLD CHAMPIONSHIP GOLF,' NEW FULL-HOUR SUNDAY AFTERNOON
SERIES ON NBC-TV NETWORK, WILL BE SPONSORED
ON ALTERNATE WEEKS BY A.S.R. PRODUCTS

Television's most exciting golf show, a new Sunday afternoon series titled "World Championship Golf," will start on the NBC-TV Network Oct. 11 (4:30-5:30 p.m. EDT), it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

Presenting the greatest names in golfdom playing on the top courses in the country, the full-hour show is being filmed under auspices of the Professional Golfers Association. The biggest purse in pro competition -- \$171,000 in total cash prizes -- will be at stake in the play.

The series will be sponsored alternate weeks by the A. S. R. Products Corp.

Host and commentator for each program will be Bob Crosby, who is a low handicap player himself. Such top pros as Art Wall, Cary Middlecoff, Sam Snead and Doug Ford will match strokes on the most challenging courses in the U. S., including Pebble Beach, Augusta National, Baltusrol and Winged Foot. Dow Finsterwald,

(more)

current PGA champion, and Jerry Barber, well-known tournament player, will serve as coordinators and technical advisors on the series for the PGA.

The A. S. R. Products purchase was made through its advertising agency, Kenyon & Eckhardt Inc.

"World Championship Golf" is being produced by Fred Briskin Productions and Mitchell J. Hamilburg Productions in association with Screen Gems. Jesse Martin will be associate producer.

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NBC-New York, 7/29/59



FEATURE

July 29, 1959

A TALE OF A HAPPY HORSE

Genevieve's Plea on "Jack Paar Show" Brings Supply of
Artichokes for Jamin, France's Trotting Champion
--An Equine with Gourmet Taste

France's trotting champion, Jamin, is a happy horse today (July 29), thanks to Genevieve on NBC-TV's "The Jack Paar Show." It seems Jamin, here to race in the International Trot at Roosevelt Raceway, Westbury, L. I., N. Y., on Saturday, Aug. 1, is a horse with a finicky appetite and gourmet tastes which do not include the usual hay and oats.

Since his arrival in the United States, Jamin has refused to eat. His reason -- no artichokes in his diet. Jamin's special shipment of the vegetable which had accompanied the horse to this country had been impounded by the Department of Agriculture, and when it was released it went astray. So, without the French delicacy, Jamin wouldn't eat -- and therefore couldn't race.

The horse's trainer-driver, Jean Riaud, appealed to the French consulate to help him get a supply of the vegetables. The consulate in turn appealed to Genevieve, who voiced the plea to the 6,500,000 viewers on "The Jack Paar Show" Monday night (July 27).

(more)

2 - A Happy Horse

Boxes of frozen artichokes began arriving at the Raceway the next morning. Jamin sniffed them, but still wouldn't eat. The artichokes were of the table-delicacy variety and not the full-blown type that Jamin preferred. Besides, they were beginning to thaw.

Luckily for Jamin, John Olsen, vice president of the California Artichoke and Vegetable Growers Association, had heard Genevieve's plea. Aided by Boy Scouts and Girl Scouts of Monterey, who went through the groves picking the vegetable, Olsen rushed off 150 pounds of artichokes by plane to New York. They arrived at Idlewild International Airport this morning, were immediately transferred to a helicopter and delivered to the racetrack, where Jamin began to munch with relish.

If this supply is depleted, there is more on the way. An Athens, Greece, vegetable grower sent an offer of his supply, and a woman in Connecticut who grows artichokes in her greenhouse has promised her present crop.

Genevieve is expected to attend the race Saturday to award the International trophy to the winner of the eight-entry trot.

("The Jack Paar Show" is telecast Monday through Friday on the NBC-TV Network, 11:15 p.m. to 1 a.m. EDT.)

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NBC-New York, 7/29/59



TRADE NEWS

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July 30, 1959

'MAFIA,' DRAMATIZING ACTIVITIES OF SECRET CRIMINAL SOCIETY,
TO BE PRODUCED FOR FORD SERIES OF SPECIALS ON NBC-TV

- - -

James Stewart to Star in "Cindy's Fella," Tony Curtis In
"Russ Columbo Story," Cyd Charisse in Musical Revue

"Mafia," a dynamic dramatization of the activities of the notorious secret criminal society, based upon actual files, will be produced by Hubbell Robinson Productions, Inc., for the Ford series of specials sponsored by the Ford Motor Company each Tuesday night (9:30-10:30 p.m. NYT) on the NBC Television Network.

Before departing for Sweden early this week, Mr. Robinson signed Luther Davis to prepare the script. In addition, he confirmed three other major projects which will be part of the Ford series. They are:

James Stewart starring in a Western adaptation of the Cinderella fairy tale, "Cindy's Fella," an original drama by Jameson Brewer.

Tony Curtis starring in "The Russ Columbo Story," based upon the life of the late singer.

Cyd Charisse starring in a musical revue,
"An Evening with Cyd Charisse."

(more)

Dates for the Stewart, Curtis and Charisse productions and cast and date for "Mafia" will be announced shortly.

"Mafia," according to Mr. Robinson's company, will explore in depth the history and activities of the mafiosi from their early beginnings in Sicily as a popular sentiment of hostility to law, to today's highly-organized, widespread secret society marked by headlines of acts of violence, murder, blackmail, prostitution and traffic in narcotics.

Mr. Robinson and Thomas H. Ryan, vice president of Hubbell Robinson Productions, Inc., will return from Europe on Tuesday, Aug. 4.

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NBC-New York, 7/30/59

NBC TELEVISION NETWORK



NEWS

July 30, 1959

NCAA FOOTBALL, 1959

- - -

Top Intersectional Contests and Classic Rivalries Highlight
10-Date Collegiate Gridiron Schedule to Be Telecast
on NBC Television Network During Fall Season

The 10-date schedule of collegiate football games which the NBC Television Network will televise nationally this Fall was announced today by Howard Grubbs, chairman of the Television Committee of the National Collegiate Athletic Association, and Tom S. Gallery, NBC Sports Director.

Studded with outstanding intersectional battles and classic rivalries, the 1959 schedule is considered by Mr. Gallery "the strongest in the eight years I've been at NBC."

It kicks off with last year's national champion Louisiana State, includes such other top 10 teams of 1958 as Army, Oklahoma, Air Force Academy and Syracuse, and has two dates reserved for Big Ten Conference contests, to be selected as the conference race progresses. The annual Army-Navy clash continues as one of the top attractions on the TV slate.

This will be the fifth consecutive season and the eighth time in nine years that NBC has carried the national "Game of the Week" telecasts. NBC was awarded the 1959 rights at the NCAA Television Committee meeting in March.

(more)

2 - NCAA Football, 1959

The schedule offers 11 games on 10 dates -- nine Saturdays and Thanksgiving Day -- and includes games in all eight NCAA districts. Coast-to-coast telecasts will be presented on nine dates and two contests will be carried on a split-network basis on the remaining date.

The TV opener, as announced in March, will pit the champion Tigers of LSU against Rice Saturday, Sept. 19 in a Southeastern Conference vs. Southwest Conference duel. Another interconference clash Saturday, Sept. 26 sends Oklahoma in the Big Eight versus Northwestern of the Big Ten. On both September dates, the football games will follow baseball telecasts on NBC-TV.

An intersectional tussle between California and Texas Saturday, Oct. 3 will follow NBC-TV's telecast of a World Series game. Notre Dame meets Michigan State in the Saturday, Oct. 17 attraction. The two Big Ten battles come up Saturday, Oct. 24 and Saturday, Nov. 21, with the deciding game in the conference race a possibility on the latter date.

The split-network date falls between the two Big Ten contests -- on Saturday, Nov. 7. Boston College versus Pittsburgh will be viewed in the Eastern part of the country, and the Air Force Academy-Missouri contest will be seen in the West.

NBC-TV's Thanksgiving Day offering Thursday, Nov. 26 will be the renewal of the North Carolina-Duke gridiron rivalry, which dates back to 1888. The 60th annual Army-Navy clash -- the nation's favorite football game -- will be televised Saturday, Nov. 28 from Philadelphia's huge Municipal Stadium. Concluding the TV schedule will be the intersectional contest between UCLA and Syracuse Saturday, Dec. 5.

(more)

3 - NCAA Football, 1959

The NCAA football program for 1959 provides for regional telecasts on three Saturdays, Oct. 10, Oct. 31 and Nov. 14. Arrangements for telecasts on these dates will be made by the individual conferences and colleges in the various NCAA districts.

The schedule of national telecasts follows:

Saturday, Sept. 19 -- Louisiana State vs. Rice at Baton Rouge, La.

Saturday, Sept. 26 -- Northwestern vs. Oklahoma at Evanston, Ill.

Saturday, Oct. 3 -- Texas vs. California at Austin, Texas.

Saturday, Oct. 17 -- Michigan State vs. Notre Dame at East Lansing, Mich.

Saturday, Oct. 24 -- Big Ten game (to be selected).

Saturday, Nov. 7 -- Boston College vs. Pittsburgh at Boston, Mass. (East).

Missouri vs. Air Force Academy at Columbia, Mo. (West).

Saturday, Nov. 21 -- Big Ten game (to be selected).

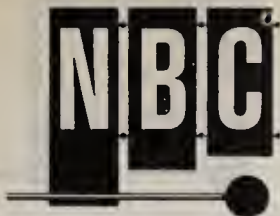
Thursday, Nov. 26 -- Duke vs. North Carolina at Durham, N. C.

Saturday, Nov. 28 -- Army vs. Navy at Philadelphia, Pa.

Saturday, Dec. 5 -- UCLA vs. Syracuse at Los Angeles, Calif.

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NBC-New York, 7/30/59



TRADE NEWS

July 30, 1959

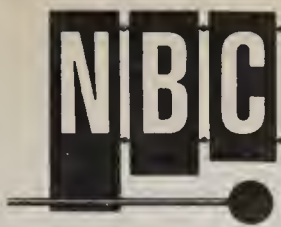
W. A. SHAEFFER PEN CO. TO SPONSOR 'GIVE MY REGARDS TO BROADWAY,'
SPECIAL NBC-TV MUSICAL VARIETY SHOW STARRING JIMMY DURANTE

Jimmy Durante will star in a special musical variety show titled "Give My Regards to Broadway," to be telecast on the NBC-TV Network Sunday, Dec. 6 (8-9 p.m. NYT), it was announced today by David Levy, Vice President, NBC Television Programs and Talent.

The show, which will spotlight the Broadway of the late George M. Cohan, will be sponsored by the W. A. Shaeffer Pen Company. Negotiations are under way for several guest stars to appear with Durante, who will be featured in some of Cohan's best-loved songs.

The Shaeffer purchase was made through its advertising agency, Batten, Barton, Durstine & Osborn Inc.

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July 30, 1959

FORMER PRESIDENT HOOVER TO 'MEET THE PRESS'
ON EVE OF HIS 85TH BIRTHDAY

Former President Herbert Hoover, who will celebrate his 85th birthday on Aug. 10, will be the guest on "Meet the Press" Sunday, Aug. 9 (NBC-TV Network, 6-6:30 p.m. EDT; NBC Radio Network, except WRCA, as part of "Monitor," 6:30-7 p.m. EDT. WRCA time, 10:35-11 p.m. EDT).

Mr. Hoover, 31st President of the United States, will be interviewed by Richard Wilson of Cowles Publications, Chet Huntley of NBC News, Bob Considine of the Hearst Newspapers and Lawrence E. Spivak, producer and permanent panel member of "Meet the Press." The program, a Public Affairs presentation of NBC News, will be telecast live from NBC studios in New York, with Ned Brooks as moderator.

'TIC TAC DOUGH' CELEBRATES THIRD ANNIVERSARY

"Tic Tac Dough" celebrated its third birthday today (July 30).

Today's telecast of the NBC-TV Network daytime show also marked the return of Paul Dolan, who added \$1,600 to his previous winnings for a total of \$17,700. The 21-year-old graduate student had been standing by for two months while the program's national championship contest was being held. The contest has been suspended temporarily pending the return of one of the competitors, Mrs. Pat McCarthy of Philadelphia, who recently gave birth to a baby girl. Dolan will be on the program again Friday, July 31 (12 noon EDT) to meet new challengers.

"Tic Tac Dough," which is telecast Mondays through Fridays, stars Bill Wendell as emcee. It began on NBC-TV July 30, 1956. During its 156 weeks on the network, about 2,400 contestants have answered approximately 19,500 questions, and almost \$1,000,000 has been given away to the champions.

The program also has had its all-time high money winners: Jim Astrue, who won \$143,600 in 80 appearances on the show, and Mrs. Pat McCarthy, who won \$38,000 in 26 days on the program. Coincidentally both reached their high marks within one month of each other, Astrue in March and Mrs. McCarthy in April. Another highlight in the program's history was the search for a national quiz champion, in which thousands participated. M/Sgt. William Fleischauer won the national championship and \$20,000 on July 13, and (until the contest was suspended temporarily) was battling it out with Astrue and Mrs. McCarthy for the grand championship and \$25,000.

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MINERVA URECAL TO PORTRAY 'MOTHER' IN 'PETER GUNN' SERIES

Minerva Urecal, veteran motion picture and television actress, will play the role of "Mother" in the new season of NBC-TV's "Peter Gunn" (Mondays, 9 p.m. EDT). She will replace Hope Emerson, who has conflicting commitments which prevent her from continuing in the role.

Miss Urecal, known for her television portrayal of Tugboat Annie, and for her TV role as Miss Bradley, the college dean in the "Mr. McNutley" series starring Ray Milland, began work on the "Peter Gunn" series July 27.

She will inherit the old "Mother's" nightclub for just one week, however, since Peter Gunn's favorite hangout is demolished by a bomb in the first episode in which Miss Urecal appears. The episode "Protection," to be seen in the Fall, tells what happens when Mother refuses to pay two hoods for protection. In subsequent episodes, there will be a new "Mother's," a completely redressed set -- "with more class" says Blake Edwards, creator and producer of the mystery series.

"Protection" is the first of 39 new episodes now being filmed at MGM in Culver City for the Fall-Winter season. The series stars Craig Stevens in the title role, Lola Albright and Herschel Bernardi.

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NBC-New York, 7/30/59

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BC TELEVISION NETWORK



NEWS

"THE BOSS" TO BE COLORCAST ON NBC-TV'S "SUNDAY SHOWCASE"

- - -

Roger Hirson Writes Drama of Political Reformer
Who Becomes a Machine Boss

For Release Monday A.M., Aug. 3

"The Boss," an original drama of an ardent young political reformer whom success turns into a machine boss, will be colorcast by the new NBC-produced "Sunday Showcase" during the 1959-60 season, Robert Alan Aurthur, executive producer, announced today (Aug. 3).

The script is by Roger Hirson, a prolific TV writer with many credits in his record. The date of the drama-special, and its cast, will be announced.

Hirson's credits include "The Glass Wall" and "Man on a Tiger" for "Kraft Television Theatre," the "Miss America Story" for "Philco Television Playhouse" and plays for "Studio One," "Playhouse 90" and "Armstrong Circle Theatre." With Helen Deutsch, Hirson co-authored the script for the "General Motors 50th Anniversary Show" in 1957.

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NBC-New York, 7/31/59



TRADE NEWS

July 31, 1959

NBC-TV'S "CHET HUNTLEY REPORTING" TO BE SPONSORED BY
KEMPER INSURANCE CO. ON ALTERNATE WEEKS

"Chet Huntley Reporting," the award-winning Sunday afternoon news program on the NBC-TV Network (5:30-6 p.m. NYT), will be sponsored on alternate weeks during the 1959-60 season by the Kemper Insurance Company.

In making the announcement, William R. McAndrew, Vice President, NBC News, said that Huntley and Reuven Frank, producer of the series, are studying a new approach to the program that will bring it closer to the flow of news.

Both Huntley and the program have received many honors, among them the News Award of the National Association for Better Radio and Television and the Overseas Press Club Award. Huntley also won the 1958 "Best News Commentator" award of TV Today and the Motion Picture Daily "Fame" Poll.

Eliot Frankel will be associate producer of the series. The Kemper Insurance order was placed through John W. Shaw Advertising, Inc., of Chicago.

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COLORCAST

NBC TELEVISION NETWORK



NEWS

July 31, 1959

GEORGE C. SCOTT TO CO-STAR IN "PEOPLE KILL PEOPLE SOMETIMES,"
PREMIERE COLORCAST OF NBC-TV'S "SUNDAY SHOWCASE"

George C. Scott has been signed to co-star in "People Kill People Sometimes," the opening colorcast of "Sunday Showcase," a new series of NBC-produced drama specials starting on the NBC-TV Network Sunday, Sept. 20 (8-9 p.m. EDT).

Scott will portray Dr. Richard Bryan in S. Lee Pogostin's drama of a personal tragedy told in terms of a husband and wife trying to cling to values in a world where none of the values seem to add up. As previously announced, Geraldine Page will star as Virginia Reed, the wife. Special guest star Jason Robards Jr. will portray her husband, Alex. Both Miss Page and Robards are Critics Circle Award winners of 1958-1959 -- she for "Sweet Bird of Youth" and he for "The Disenchanted."

Scott, too, is an award-winning actor. His performance as the satanic Lord Wainwright in "Children of Darkness" at the Circle-in-the-Square won the Vernon Rice Off-Broadway Award of 1957-8. He made his Broadway debut in "Comes A Day" early last season. His first movie role was in "The Hanging Tree." He is currently appearing as the formidable state's attorney in "Anatomy of a Murder."

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GOETZ AND JACOBSON WILL FLY TO COPENHAGEN FOR PRELIMINARY
WORK ON 'THE VICTOR BORGE SHOW'

Producer-director John Goetz and writer Bill Jacobson will fly to Copenhagen Aug. 3 to begin preliminary work on "The Victor Borge Show," the "Pontiac Star Parade" special to be telecast on the NBC-TV Network Friday, Oct. 16 (10 to 11 p.m. EDT). Portions of the program will be filmed in and around Copenhagen and in other sections of Denmark.

Goetz, a former producer of "Wide Wide World," this past season was the producer of an "NBC Kaleidoscope" TV program from Radio City. It was called "Showplace of the Nation" and depicted the backstage workings of the Music Hall. Goetz also was producer for another "NBC Kaleidoscope" show, "Roll Out the Sky," about the Cristiani Brothers Circus. Jacobson has many writing credits for major television programs on all the networks.

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NBC-New York, 7/31/59

July 31, 1959

'CHET HUNTLEY REPORTING' TO APPRAISE WORLD YOUTH FESTIVAL
IN VIENNA AS A PROPAGANDA

The World Youth Festival in Vienna, torn by factional squabbles and ignored by the Viennese press, will be appraised as a propaganda display on "Chet Huntley Reporting" Sunday, Aug. 9 (NBC-TV Network, 6:30-7 p.m. EDT).

NBC News correspondent John Chancellor is interviewing delegates from Communist and Western countries, the Vienna editor who organized a press boycott of the festival, and members of the American delegation which has been split into two opposing factions.

NBC News cameraman Joseph Oexle is filming the activities at the festival, including the bus tours run by Austrian youths who are guiding delegates to the Austria-Hungary border to point out the barbed wire, armed guards and other evidences of the Iron Curtain.

NBC TELEVISION NETWORK



NEWS

NBC-TV NETWORK COLORCAST SCHEDULE
For Week of Aug. 9-15 (All Times EDT)

Sunday, Aug. 9

7-7:30 p.m. -- "Midwestern Hayride" - Dean Richards is emcee.

Tonight's theme -- a country auction.

9-10 p.m. -- "The Chevy Show," starring Janet Blair and John Raitt, with tonight's guests Rowan and Martin, and singer Matt Dennis.

Monday through Friday, Aug. 10-14

4-4:30 p.m. -- "Truth or Consequences" - with emcee Bob Barker.

Monday, Aug. 10

10-10:30 p.m. -- "The Arthur Murray Party" - guests on tonight's repeat program are Ricardo Montalban, June Havoc, Paul Winchell, composers Livingston and Evans and singers Judy Johnson and Richard Hayes.

Tuesday, Aug. 11

7:30-8 p.m. -- "Northwest Passage" - tonight's repeat adventure is "Ambush."

8:30-9 p.m. -- "The Jimmie Rodgers Show" with tonight's guests Tony Bennett, Carol Hughes and The Brothers Four.

Wednesday, Aug. 12

8:30-9 p.m. -- "The Price Is Right" - Merv Griffin emcees for vacationing Bill Cullen.

9-9:30 p.m. -- "Kraft Music Hall Presents The Dave King Show" - singer Sandy Stewart is Dave's guest tonight.

2 - NBC-TV Network Colorcast Schedule

Thursday, Aug. 13

10:30-11 p.m. -- "Masquerade Party" - Bert Parks is host-emcee.

Friday, Aug. 14

8-9 p.m. -- "Ellery Queen," starring Lee Philips. Tonight - "The Curse of Aden," with guest stars Barton MacLane, Julie Adams, Hurd Hatfield, Ruth McDevitt, John McGivern, and Roxanne Arlen.

(Repeat)

Saturday, Aug. 15

10-10:30 a.m. -- "The Howdy Doody Show"

10:30-11 a.m. -- "The Ruff and Reddy Show"

8-9 p.m. -- "Perry Presents Tony Bennett, Jaye P. Morgan and The Modernaires."

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NBC-New York, 7/31/59

